FEDERAL TRADE COMMISSION

REPORT TO CONGRESS

Pursuant To The Public Health Cigarette Smoking Act

December 31, 1970

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FEDERAL TRADE COMMISSION
WASHINGTON, D. C. 20580

To the Congress of the United States:

It is a pleasure to transmit the attached report concerning (a) the effectiveness of cigarette labeling, (b) current practices and methods of cigarette advertising and promotion, and (c) recommendations for legislation deemed appropriate. This report is directed by Section 8(b) of the Public Health Cigarette Smoking Act.

Miles W. Kirkpatrick
Chairman

THE PRESIDENT OF THE SENATE

THE SPEAKER OF THE HOUSE OF REPRESENTATIVES

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INTRODUCTION

With the enactment of the Public Health Cigarette Smoking Act in 1970, that year probably became one of the key dates in the history of cigarette promotion in the United States -- the last year in which cigarette advertisements were broadcast over radio and television.

The cautionary phrase "probably became" is used in light of a legal action brought in the United States District Court for the District of Columbia on December 1, 1970, by six companies which own radio broadcasting stations seeking to enjoin the Attorney General from enforcing those provisions of the Act which forbid cigarette advertising "on any medium of electronic communication subject to the jurisdiction of the Federal Communication Commission" after January 1, 1971. (Capital Broadcasting Company v. Mitchell, Civil Action No. 3495-70.) A three-judge court has been selected to hear the case in January, 1971.

Further cause for caution in predicting the disappearance of cigarette commercials from the television screen is given by reports of the development of electronic video recording and playback devices for home use. Such devices would allow the recording of television programs, in a manner similar to pre-recorded audio tapes which are now available for tape recorders. The suggestion has been made that cigarette manufacturers might be able to place advertisements on such pre-recorded television programs if this new entertainment medium becomes available to a large enough number of households.

In its reports to Congress in the years 1967, 1968, and 1969, under provisions of the Federal Cigarette Labeling and Advertising Act, the Commission included statistical information concerning total cigarette sales by number and dollar volume, cigarette sales by type (i.e., filter, non-filter, menthol, non-menthol), and size (i.e., regular, king size, extra long), sales of products other than cigarettes by cigarette manufacturers, total cigarette advertising expenditures, cigarette advertising expenditures by type and size of cigarette, and advertising expenditures by medium for the years 1963 through 1968; and data concerning the size and age of certain television audiences exposed to cigarette advertisements during the years 1967 through 1969. Because the Commission believes that 1970 will be a landmark year in cigarette

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promotion and marketing, it desires to compile the most accurate data possible concerning cigarette sales and advertising expenditures for the year 1970 for purposes of evaluating the effects of the prohibition of broadcast cigarette advertising on cigarette sales and future use of other advertising media by cigarette manufacturers. For this reason, the Commission has directed the staff to obtain data relating to sales of cigarettes and other products and advertising expenditures from cigarette manufacturers in the United States for the entire twelve months of calendar year 1970. These data, when received and tabulated by the staff, will be published and transmitted to Congress in a statistical supplement to this report.

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EFFECTIVENESS OF CIGARETTE LABELING

By provision of Section 4 of the Public Health Cigarette Smoking Act, the statement required to be printed on cigarette packages was changed from "Caution: Cigarette Smoking May Be Hazardous to Your Health" to "Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health", effective November 7, 1970. Failure to print the statement required by Section 4 on any package of cigarettes distributed within the United States is a misdemeanor punishable by fine. No instances of violation of this labeling requirement have been discovered by or reported to the Commission staff.

Although it is not possible at this time to measure the effect that the new labeling statement will have on cigarette sales, the Commission believes that by substituting the word "Warning" in place of the milder term "Caution", and the phrase "is dangerous" for the equivocal language "may be hazardous", the new statement gives a stronger and more effective warning and serves the public interest better than the statement previously required by the Federal Cigarette Labeling and Advertising Act.

However, the Commission also believes that the new statement is subject to an interpretation by some cigarette smokers and potential cigarette smokers that the determination that cigarette smoking is dangerous to human health is an opinion which is held by a single government official, the Surgeon General, rather than by an overwhelming majority of responsible medical practitioners and researchers. The language of the new labeling statement contains thirteen words and 81 characters; the old statement consisted of nine words and 50 characters. As a result of this increase in the number of words and characters and the continuing practice of cigarette manufacturers to print the statement on the side panel of the package, the type in which the new warning is printed is noticably smaller than that used for the previous labeling statement on all packages observed by the Commission staff. This may well detract from the impact of the message on smokers.

No requirement is contained in the Public Health Cigarette Smoking Act that the package contain a statement of tar and nicotine content, a recommendation which the Commission made in its three previo reports to Congress

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on cigarette advertising and labeling. During 1970, statements of tar and nicotine content appeared on the packages of the following brands: Carlton, Doral, King Sano, Marvels, Sano, True and Venture. However, more than 50 other brands of domestic cigarettes were sold in the United States which did not list tar and nicotine information on the package.

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CURRENT PRACTICES AND METHODS OF CIGARETTE ADVERTISING AND PROMOTION

In the three reports previously submitted to Congress under the provisions of the Federal Cigarette Labeling and Advertising Act, the Commission has noted the prevalence of these basic themes in most cigarette advertising:

1. Appeals to satisfying taste;

2. Association of smoking the advertised brand with desirable personality characteristics; and

3. Relieving anxieties about the health dangers of cigarette smoking.

In the last report, submitted in July of 1969, the observation is made that "Advertising themes have not changed markedly since 1964." They have not changed markedly since July of 1969. This sameness of advertising themes might be explained in part by the product itself, which has not undergone any drastic change since 1964. To be sure, an increasing number of the cigarettes sold are made with filters (which were not unknown in 1964), and 100 millimeter lengths (approximately 3 7/8 inches, compared to the 3 1/4 inches "king size") are a relatively recent development. But the basic product today -- as in 1964 -- is made from a roll of tobacco wrapped in paper which is consumed by drawing the smoke produced by combustion of these materials through the mouth and into the lungs. No new uses have been developed for cigarettes and no evidence has been published which has caused any agency of the Federal Government to conclude that cigarette smoking is a lesser public health problem today than it was in 1964. 1/

Without exercising too much imagination, one can often see all three basic cigarette advertising themes present in a single advertisement. A good example is a recent series of advertisements for Raleigh cigarettes, made by the Brown and Williamson Tobacco Corporation, featuring the slogan

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1/ For an over-view of cigarette advertising and governmental regulation affecting cigarette promotion, see "Annals of Advertising -- Cutting Down". New Yorker, December 19, 1970, p. 42.

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"Spend a milder moment with Raleigh". The advertisements extol the "smoother, milder taste" (making an appeal to satisfying taste); display fashionably dressed couples of indeterminate age spending their milder moments enjoying one another's company (associating Raleigh cigarettes with affluent, attractive and personable people); and are usually staged at twilight as the sun sets in a burst of gold behind patios, suspension bridges, or three-masted sailing ships in a tranquil and undisturbed place far removed from traffic congestion, smog, water pollution, noise and other discomforting by-products of mid-twentieth century technology (thus helping to relieve anxiety about the health consequences of cigarette smoking by associating the practice with the beauty and tranquility of nature). Raleigh also offers coupons, a practice which is included in the discussion below of "Miscellaneous Promotional Techniques".

Although three basic themes predominate most cigarette advertisements, the variations are almost infinite, as the following examples may indicate.

1. Appeals to satisfying taste. Even the most casual observer of advertising must know by now that "Winstons taste good like a cigarette should", and that if he wants to go to "where the flavor is" he must "come to Marlboro country". How do other brands describe their flavors? The following list is, if not all-inclusive, at least illustrative of the claims for taste which have been made during the past year.

"Air-conditioned"	-	Mr. Menthol
"Air-cured burly taste"	-	Lucky Filters
"A little gentler"	-	Flair
"All of the taste all of the time"	-	Viceroy
"Better tasting"	-	Taryton 100's
"Brisk, breezy flavor"	-	Kent Menthol 100's
"Cool menthol flavor"	-	Montclaire
"Cooler"	-	Pall Mall Menthol 100's

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"Coolest"	-	Chesterfield Menthol filters
"Delicious mixture of rich tobacco flavors"	-	Old Gold Filters
"Easy taste"	-	Lark & Chesterfield filters
"Extra Coolness"	-	Kool 100's
"Fresh natural taste"	-	Maryland 100's
"Friendly to your taste"	-	Pall Mall
"Gentle taste"	-	L & M
"Genuine tobacco flavor"	-	Old Gold Filters
"Good taste"	-	Kent
"Good clean taste"	-	Parliament
"Great taste"	-	Kent
"Light and rich"	-	Silva Thins
"Lighter"	-	Lucky Filters
"Menthol chill"	-	L & M Menthol
"Menthol chilled"	-	Newport
"Milder, smoother"	-	Pall Mall 100's
"Mildest"	-	Chesterfield 101's
"Pretty good"	-	Benson & Hedges 100's
"Quiet taste"	-	Raleigh
"Remarkably refreshing taste"	-	Newport
"Rich new flavor"	-	L & M
"Rich taste that keeps its cool"	-	L & M Menthol

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"Richest"	-	Chesterfield filters
"Smart"	-	Silva Thins
"Smooth and Easy"	-	Lark
"Smoother, milder"	-	Raleigh
"Soft, fresh"	-	Belair
"Tobacconan's kind of flavor"	-	Multifilter
"Way up"	-	Marvels

If that is not enough, Embra gave "a taste to remember"; Virginia Slims offered "the taste for today's woman"; and Vantage claimed a taste "that doesn't cop out". "If you like the taste of gas, you'll hate the taste of Lark", but that is a subject which must be pursued more fully under the sub-topic of "Relieving Anxiety".

2. Associative Themes. For many years, cigarette advertisers have been attempting to associate their particular brands with beautiful people doing beautiful things. The statement that "Beauty is in the eye of the beholder" is certainly applicable when observing cigarette advertising. The models who appear in this year's cigarette advertisements do not all come from any one mold. Some appear to be urbane sophisticates, others appear to be rough-hewn and blunt. Some are even bald and throughly middle-class in appearance. But all are imbued with one or more personality characteristics which the advertiser hopes will appeal to the audience of existing and potential cigarette smokers. Presumably, the audience exposed to advertisements based on associative themes will get the message that by smoking the advertised brand, they can acquire some of the desirable characteristics displayed in the advertisements.

The classic example of this approach is the Marlboro cowboy -- ruggedly masculine, self-sufficient, and able not only to withstand but even to enjoy, life on the Western plains and prairies.

The theme of masculine independence has been used by several other advertisers during 1970. The Old Gold filter man is an "independent guy" who does not "follow the crowd" or "care what's being done", to combine the language of several commercials. He can usually be found out-doors in clothing that ranges from casual to off-beat. Advertisements for Newport cigarettes feature men of the sea, usually

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dressed in denims and wool caps, occasionally sp[illegible] beards or mustaches, who also present a rugged masculin[illegible]earance. Another individualistic male is the Camel filter[illegible] who won't go along with the latest fads "in this fan[illegible]rilly, you-gotta-have-a-gimmick world" -- of cigarette [illegible]an-dising. He insists on Camel filters and wants "[illegible]nsense" and "no compromise".

During the past year, Philip Morris, Inc., t[illegible]me corporation which added the Marlboro cowboy to t[illegible]erican culture, has been promoting Virginia Slims as a c[illegible]ette for "today's woman" by making an appeal to the ri[illegible] tide of feminine independence. Stylishly clad, attrac[illegible] female models review progress of their own sex during th[illegible]ot century, observing "you've come a long way, baby". [illegible]he theme of this campaign has been that women enjoy [illegible]tter life today because today they can, among other th[illegible], wear bathing suits that display a considerable area of [illegible], forego whalebone corsets and potato peeling, vot[illegible] smoke Virginia Slims, a cigarette made especially for w[illegible]. This logic may be dubious, but the intent is clear to [illegible]iate Virginia Slims with femininity.

Another group of fashionably dressed young [illegible] who attract calm, decisive, intelligent, strong, well-[illegible] and generally masculine men have been touting Flair c[illegible]ettes, a product which Brown and Williamson Tobacco Com[illegible]ion has been test-marketing in the Mid-West and South[illegible]t.

Another entrant into the feminine cigarette m[illegible]et is Liggett and Myers' Eve, which utilizes an illust[illegible]n of a young lady, amid a field of flowers on the packag[illegible]The advertising copy proclaims "Women have been femi[illegible]since Eve. Now cigarettes are feminine. Since Eve." [illegible]eries of advertisements for this brand displaysan Eve c[illegible]ette (which has a floral decoration printed on the fil[illegible]end) resting on an apple. A package is standing upright [illegible]eside the apple. To insure that readers get the messag[illegible]at "feminine" equals "beautiful", the headline reads: "Farewell to the Ugly Cigarette". Brown and Williamson mad[illegible]s pitch to the feminine audience with a series for Kool l[illegible] using the slogan "lady be cool". These advertisements [illegible] stylish young female models in such glamorous settings as [illegible]astle, a sail boat, and a Mercedes roadster.

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Many brands continue to suggest that they are associated with beautiful people of both sexes. One series of advertisements for L & M cigarettes proclaimed "There is a cigarette for the two of you, L & M". Each of these advertisements was illustrated with an intense young couple who stared straight ahead, with a somewhat brooding look on their intelligent, stylish faces. Another series for L & M rhapsodizes about the L & M moment, "When there's a moment just for the two of you". One such occasion is after a party; another is at the conclusion of a hectic morning in suburbia attending to such chores as a car wash, the family laundry, and grocery shopping. On these and other "L & M moments", attractive young couples snuggle up to one another and light an L & M. Another set of attractive couples frolicked about on the television screen constantly finding a "good time for the taste of Kent".

Somewhat like the uncompromising stance of the Camel Filters man is the attitude displayed by several couples featured in advertisements for Viceroy. These people seem to have very definite ideas about what they want. They are depicted in gourmet food stores, unfinished furniture shops, and at home in their own flower garden, displaying their sophsticated good taste, their togetherness and their Viceroys. Wherever they are, "they won't settle for less".

The Silva Thins people -- that enigmatic, sinister fellow in the wrap-around shades and the women who pursued and idolized him -- were blatantly sensual, stylish and opulent. Throughout 1970, they delivered the message that "Cigarettes are like women. The best ones are thin and rich. Silva Thins are thin and rich." Presumably, this advertising is not aimed at the "Women's Liberation" market.

In marked contrast are the people who, upon being told about Lark cigarettes, do something nice in return for the information. This series of advertisements features such work-a-day folk as barbers, tailors, housewives, photographers, secretaries, week-end golfers, and poker players. The settings are definitely middle class and usually not glamorous. However these people are beautiful because they do "nice" things -- and they smoke Lark.

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In the series of Lark advertisements discussed above, some of the models have balding heads and other indications that they may be approaching or well into middle age. This phenomenon is an exception to the general practice of using persons who appear to be in their mid-twenties in most cigarette advertising. This general proposition that beautiful people are young people is further enhanced by the use of contemporary language -- the jargon of the young. A recent campaign for Kent menthol 100's used the slogan "Kent's got it all together", whatever that means. Another series for Vantage featured people who wouldn't "cop-out". Neither does the taste of Vantage, it is claimed, as has already been noted.

3. Relieving Anxiety. In one sense, all cigarette advertising relieves anxiety about the health consequences of cigarette smoking to a certain extent simply by its presence. The existence of cigarette advertising reassures some people -- both smokers and non-smokers -- who believe that if the product were really dangerous to health, the Government would not allow it to be sold, let alone advertised. All cigarette advertising observed to date presents the advertised brand in a favorable light, and no cigarette advertisement has yet been observed which in any way suggests that cigarette smoking might be harmful to health.

In addition to this general tendency of all cigarette advertising to allay fears about the danger to health, many specific advertisements and campaigns help relieve anxieties by the scenes they depict. When people are displayed, whatever their age, occupation or activities, they are happy, and apparently healthy people. The Marlboro cowboy is seen galloping through the rain or sitting around a campfire, not occupying a bed in an emphysema ward, or even a lonely bunkhouse. An "L & M moment" never takes place on the steps of a church immediately after a funeral, or anywhere near a hospital.

Many cigarette advertisements go even further in their attempts to dispel any concern that the public may have about cigarette smoking and human health. One technique to accomplish this end is the use of humor. During 1970, Benson and Hedges continued its campaign based on the supposed disadvantages caused by the length of Benson and Hedges 100's. These advertisements featured a variety of

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presumably amusing predicaments in which the Benson and Hedges smoker finds that his extra-long cigarette works to his disadvantage. An artist with a cigarette in his mouth jams it against the canvass which he is painting; a brick layer morters his cigarette into a wall he is building; a shoe shine man burns a hole in a customer's trousers. The theme of these and many more advertisements is that "Benson and Hedges 100's must taste pretty good. Look what people put up with to smoke them". Although an appeal is made to satisfying taste, the underlying message is that cigarette smoking is one of those amusing and irrational things that people do, and anything that is amusing is not really dangerous.

For more than a decade, the Winston slogan has been offensive to grammatical purists, because the word "like" is used as a conjunction in the slogan "Winston tastesgood like a cigarette should". During the past year, Winston has attempted to inject an element of humor into its advertising by suggesting that people who worry about problems of English grammar are troublemakers who have no place in the pseudo-sophisticated world of cigarette promotion. In one series of television commercials, grammatical fussbudgets smugly point out the error, and are then physically over-powered by Madison Avenue's equivalent of the Greek chorus -- a crowd of "sensible" individuals who find the question "What do you want, good grammar or good taste" to be only a rhetorical one. As in the Benson and Hedges series, at the surface level these advertisements may be an appeal to satisfying taste, but the principal thrust of the message is that cigarette smoking is an amusing aspect of life, and that people who worry about grammar (and presumably such other picayune things as the effect of cigarette smoking on human health) must be brought to see the pleasurable aspects of cigarette smoking (i.e., good taste), through physical coercion in some cases.

Another technique for dispelling concern about the health consequences of cigarette smoking is to associate the product with those aspects of undisturbed nature which are aesthetically pleasing and suggest the existence of life as a pervasive and continuing phenomenon. The classic example of this approach is the advertising for Salem cigarettes, which for many years has utilized scenes of rural beauty. In 1970, Salem continued this theme, using such slogans

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as "You can take Salem out of the country but you can't take the country out of Salem" and "Springtime it happens every Salem". One typical Salem advertisement in 1970 was the television commercial in which a demure post-adolescent country maid in an old-fashioned long dress is interrupted on a walk through the forest, in the manner of little Red Riding Hood. "Where are you going?", asks an off-camera voice. "To visit a relative" she replies. "And what's in the basket?" asks her interrogator. "Oh, a dozen country fresh eggs, wild berries, freshly baked bread, fresh spring flowers, and, oh yes, a carton of country-fresh Salem cigarettes with springtime in every puff", she coos. But a question about the tune she is humming provokes an abrupt change of character, and she suddenly assumes the pose and voice quality of a burlesque hall queen and belts out the lyrics, "You can take Salem out of the country but..." If the association of Salem cigarettes with all of those wholesome delights of rural living was not sufficient to dispel all cares about smoking and health, the attempt at a humorous ending should chase away any lingering doubts.

Another brand which made a strong bid in the past year to associate itself with those aspects of nature which are pleasing to the eye and comforting to the psyche was Kool. A series of advertisements for that brand showed packages nestled in boughs of pine, and displayed against forests, mountains, clear streams, icy-blue bays, and luxurient green grass.

Still another effort to associate cigarettes with nature was the change in packaging made by Liggett and Myers, Inc., for its L & M and Chesterfield filter varieties. Chesterfield menthol filters appeared in a new package which reproduces a photograph of a couple sitting beside a forest stream. The new package of Chesterfield filters utilizes a photograph of a couple on horseback at twilight, and the new Chesterfield 101 package depicts a sailboat on an ocean of gold. L & M's new package uses the same photographic technique to depict a couple strolling through an autumn woods. Maryland 100's, a menthol filter produced by American Brands, Inc., also uses an illustrated package which shows three men on horseback attired in red hunting jackets and surrounded by hounds, against a background of rolling green hills and a bright blue sky. Advertisements for this variety emphasize that the tobacco is "100 per cent fresh air cured", and one television commercial depicts a pack expanding with sound effects which suggest the inhalation of a deep breath.

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A third category of cigarette advertising directed specifically to reduction of anxiety about the health hazards of cigarette smoking is that which involves claims about the effectiveness of the filter of the advertised brand. This type of advertising presents a double-edged problem for a regulatory agency charged with promoting truth in advertising.

Since 1964, a growing number of medical experts have been stating that all cigarette smoking is dangerous to human health. However, many of these experts also believe that some cigarettes are more dangerous than others. On August 25, 1967, William H. Stewart, M.D., then Surgeon General of the Public Health Service, reported in testimony before the Consumer Subcommittee of the Committee on Commerce of the United States Senate, that an ad hoc advisory committee had concluded that "the preponderance of scientific evidence strongly suggests the lower the 'tar' and nicotine content of cigarette smoke, the less harmful are the effects." That same year the Commission adopted its methodology for testing cigarettes for tar and nicotine content, and since that year has conducted six tests of all those varieties of domestic cigarettes available at retail outlets throughout the United States for tar and nicotine content. The most recently published results are those from a test of 120 varieties completed on October 21, 1970. In that test, tar content ranged from 2 to 31 milligrams per cigarette, and nicotine content varied from 0.1 to 2.2 milligrams per cigarette. Of the varieties tested, 94 had filters, 26 did not. Of the varieties which occupied the first 30 positions when ranked in increasing order of tar values, only one was a non-filter. Of the 30 varieties which were lowest in nicotine content, only five were non-filter varieties. Of the 30 varieties highest in tar content, 20 did not have filters. Of the 30 varieties ranking highest in nicotine content, 14 were non-filters.

Thus the regulatory problem presented by these figures is that responsible medical opinion indicates that the reduction of tar and nicotine content in cigarette smoke decreases the hazard to the health of that element of the population which persists in smoking cigarettes, and the bulk of those varieties which are at the low end of the tar and nicotine scale are filter varieties. To promote the public interest, advertisers should not be discouraged from promoting those varieties which rank low in tar and nicotine. However, much of the advertising designed

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to allay fears of the health consequences of cigarette smoking during the past year by emphasizing the presence of a filter was directed toward claims other than a forthright disclosure of tar and nicotine content of the advertised brand in relation to the range of all available varieties. (The Commission hopes that the proposal to disclose tar and nicotine content in cigarette advertising made by eight manufacturers (Appendix C) when implemented will lead those smokers who are unable to kick the habit to greater interest in obtaining a low tar and nicotine cigarette, and resultant competition among the cigarette companies to meet that interest.)

One example of advertising for the effectiveness of a cigarette filter not directed toward competition on the basis of lower tar and nicotine content is that which deals with the "gas phase" of cigarette smoke. Throughout 1970, Lark hammered away at the ability of its filter to reduce "certain harsh gases" through the use of charcoal granules in the filter. The benefit to be derived from the reduction of these gases is always stated in terms of taste. "If you like the taste of gas, you'll hate the taste of Lark," one advertisement proclaims. Another asks "Just what does gas in cigarette smoke taste like" with mug-shots of people grimacing. Still others attempt to describe the taste of these gases as "smogging" and to make a humorous connection between Lark and current interest in air pollution. Liggett and Myers, Inc., the manufacturer of Lark, is one of the eight companies which have indicated their intention to disclose tar and nicotine content in cigarette advertising.

Advertisements for Tareyton and Tareyton 100's also emphasize that the filter contains charcoal granules, and like Lark, the appeal at the surface level is worded in terms of taste: "If you could put Tareyton's charcoal filter on your cigarette, you would have a better tasting cigarette." One series of advertisements based on this slogan tries for humor; it depicts an individual making several unsuccessful attempts to join a filter and a cigarette, while the slogan is repeated with stress on a different word each time. Many of these advertisements close with a statement that Tareyton's taste is "why us Tareyton smokers would rather fight than switch", and a picture of a man with a black eye, the last vestige of a campaign from yesteryear. American Brands, Inc., the manufacturer of Tareyton, is the one member of the industry which, at the date of this writing, has not indicated its willingness to disclose tar and nicotine content in cigarette advertising.

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Other brands which have made claims about the effectiveness of filters while avoiding tar and nicotine content were Kent and Parliament. While amiable couples were busy discovering yet another "good time for a Kent," an off-camera announcer was plugging "Kent's exclusive Micronite filter," which "smooths the taste" of the tobacco. Parliament emphasized that its filter is recessed, and wrapped in an outer shell. "It works just like a cigarette holder works." Again, another appeal at the surface level to taste: "You never taste the filter, only the flavor."

Only a relatively small portion of all cigarette advertising during the past year urged cigarette smokers to select the advertised brand on the basis of tar and nicotine content. In addition to advertising for Pall Mall Gold 100's, American Brands, Inc. made comparative tar claims in advertisements for Pall Mall Menthol 100's -- "lower in tar than the best selling menthol king"; Silva Thins -- "less tar than other 100's"; Carlton -- "Four packs of Carlton have less 'tar' than one pack of the largest selling filter king"; and Montclair -- "Montclair gives you low 'tar', menthol and Bonus Gift Coupons." R.J. Reynolds Industries, Inc. listed tar and nicotine content in advertisements for Doral and Vantage. One series of advertisements for True disclosed True's tar and nicotine and gave the range for tar and nicotine content of cigarettes tested by the Commission.

Multifilter also utilized advertisements which disclosed Multifilter's tar content and the highest and lowest tar content reported by the Commission's testing laboratory.

4. Miscellaneous Promotional Techniques. In 1970, seven brands of cigarettes offered purchasers the added enticement of coupons. Those brands and their manufacturers were: Belair and Raleigh, made by Brown and Williamson Tobacco Corporation; Chesterfield, made by Liggett and Myers, Inc.; Old Gold and Spring, made by Lorillard Corporation; and Alpine and Gallaxy, manufactured by Philip Morris, Inc.

At one time American Brands offered a variety of merchandise ranging from poker chips to footballs in return for the end seals from Lucky Filters and another promotion included a phonograph record in Lucky Filters cartons. American Brands, Inc. also sold Lucky Filters and Montclair with Bonus Gifts coupons, redeemable for trading stamps or money.

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Other brands offered merchandise at special prices when accompanied by proof of purchase of the advertised brand. Among the goods available to cigarette smokers were wallets and wrist watches from Silva Thins, an Oleg Cassini scarf from Lark, a butane cigarette lighter from L & M, and a beach towel from Marlboro. Sweepstakes were advertised by Virginia Slims, Winston and Benson & Hedges.

At various times during 1970, American Brands, Inc. has mailed free sample packages of Silva Thins and Maryland 100's cigarettes to addresses in California, Connecticut, New York, Washington and Wisconsin. Although the Commission has received many letters from the public protesting this promotional technique -- several of them referred by members of Congress -- the Commission is not aware of any statute or regulation which would prohibit this practice. Because of the interest of the public and Congress in this topic, the Commission has directed the staff to include data concerning the total number of all free sample cigarettes of all varieties distributed by all cigarette manufacturers during 1969 and 1970 in the forthcoming statistical supplement to this report.

5. Regulatory Activity. In its 1969 Report on Cigarette Labeling and Advertising, the Commission included a copy of its proposed complaint against the American Tobacco Company (a division of American Brands, Inc.) which alleged that American Tobacco Company engaged in false and misleading advertising of Pall Mall Gold 100's and other brands of cigarettes manufactured by that company by representing that these brands were "low" or "lower" in tar without disclosing the tar content of the highest and lowest yield cigarettes, the tar content of the advertised brand, and the tar content of any specific cigarette to which the tar content of the advertised brand was compared. This complaint was issued later in 1969, and counsel for the Commission presented evidence in this case before a hearing examiner in 1970. However, the case is still in adjudication and for that reason, no further comment about the complaint by the Commission would be appropriate at this time.

On July 1 and 2, 1969, the Commission held public hearings on a proposed Trade Regulation Rule to require disclosure in all cigarette advertising that "cigarette smoking is dangerous to health and may cause death from cancer, coronary heart disease, chronic bronchitis, pulmonary emphysema and other diseases". (A copy of the Notice of public hearing containing a statement of the proposed

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rule in full was included as Appendix E of the Commission's 1969 Report.) Later that month, Paul Rand Dixon, then Chairman of the Commission, testified before the Consumer Subcommittee of the Committee on Commerce of the United States Senate during hearings on H.R. 6543, which was eventually enacted into law as the Public Health Cigarette Smoking Act. In his testimony, Chairman Dixon stated that the Commission would be willing to suspend its proceedings with regard to the proposed Trade Regulation Rule on cigarette advertising until July 1, 1971, if all cigarette advertising were removed from radio and television. Section 7(a) of the Public Health Cigarette Smoking Act prohibits the Commission from taking further action with respect to the proposed Trade Regulation Rule to require a strong health warning in all cigarette advertising before July 1, 1971. In conformity with that provision, the Federal Trade Commission took no action with regard to that matter during 1970.

On August 8, 1970, the Commission announced the text of another proposed Trade Regulation Rule pertaining to cigarette advertising which would require that all cigarette advertising disclose clearly and prominently "the tar and nicotine content of the advertised variety or varieties," based on the most recently published results of the Commission's cigarette testing laboratory. A copy of the public notice of this proceeding which contains a statement of the rule in full is attached as Appendix A. Public hearings, originally scheduled to begin October 15, 1970, were postponed on October 1, 1970, and cigarette manufacturers were given a period of 30 days in which to present details of an industry proposal to disclose tar and nicotine content in cigarette advertising on a voluntary basis. A copy of the news release announcing this action is attached as Appendix B. On October 23, 1970, Brown and Williamson Tobacco Corporation, Larus and Brother Company, Inc., Liggett and Myers, Inc., the Lorillard Corporation, Philip Morris, Inc., R.J. Reynolds Industries, Inc., Stephano Brothers, and United States Tobacco Company submitted a written plan to disclose tar and nicotine content in cigarette advertising. This plan was placed on the public record until December 2, 1970, for comments from all interested parties. On December 18, 1970, these manufacturers submitted a modification of the original proposal which made the plan more favorable to the public interest, and on December 22, 1970, the Commission took action to suspend indefinitely

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the Trade Regulation Rule proceeding to afford the eight manufacturers an opportunity to implement their plan to disclose tar and nicotine content in cigarette advertising on a voluntary basis. A copy of the final version of the plan proposed by the participating manufacturers is attached as Appendix C. American Brands, Inc. is the only major domestic cigarette manufacturer which has not agreed to this proposal. Advertisements bearing tar and nicotine data in accordance with this plan are expected to make their first appearance before the public in February, 1971.

In its announcement of the action taken on December 22, 1970, the Commission stated:

> It appears to be in the public interest to afford the tobacco industry an opportunity to implement the letter and spirit of the amended plan which it has proposed. In taking this action, the Commission is retaining the unconditional right to reschedule the trade regulation rule proceedings and to take any other action relating to this subject at any time it deems such action to be necessary or desirable in the public interest.
>
> The Commission believes that if the amended plan operates satisfactorily, the Commission will be able to employ substantial manpower and funds which would otherwise have been devoted to hearings and court proceedings to dealing with the serious problems relating to cigarette advertising.

A copy of the Commission news release announcing the action taken with respect to the industry plan is attached as Appendix D.

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Source: https://www.industrydocuments.ucsf.edu/docs/rplk0000

The Commission completed tests for tar and nicotine content from market samples of domestic cigarettes on May 18 and October 21, 1970. Copies of the test reports are attached as Appendix E.

In 1968, the United States Court of Appeals for the District of Columbia upheld an order by the Federal Communications Commission to the effect that the "Fairness Doctrine" is applicable to cigarette advertising and required that those radio and television stations which broadcast advertising messages to promote the sale of cigarettes were obligated to make a significant amount of time available to persons who desire to present messages which point out the health hazards which may result from cigarette smoking (Banzhaf v. FCC, 405 F2d 1082). On October 15, 1970, the Federal Communications Commission requested comments about the public interest obligations of broadcast licensees after January 1, 1971, when cigarette advertising by broadcast media would be illegal. In the Report and Order adopted December 15, 1970, the FCC held that after January 1, 1971, broadcast licensees could present messages to discourage cigarette smoking without an obligation to present views that cigarette smoking may not be hazardous to health. (Three cigarette manufacturers immediately announced their intention to appeal this portion of the Order to the Court of Appeals for the Fourth Circuit, in Richmond, Virginia.) The Commission also rejected a petition from Action on Smoking and Health to rule that a residual obligation exists under the "Fairness Doctrine" which would require broadcast licensees to continue to devote a significant amount of time to the dangers to health associated with cigarette smoking after January 1, 1971, because cigarette commercials have been broadcast for several decades, while messages to alert the public to the health hazards of cigarette smoking have been broadcast for only three years. The FCC added that the question of whether a broadcast licensee who avoids all discussion of cigarette smoking and health after January 1, 1971 would fail to meet the obligation to operate in the public interest "is one which can be definitively assessed only at renewal time when the licensee's overall public service performance effort can be evaluated". A copy of the FCC Report and Order is attached as Appendix F.

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6. Voluntary Regulation. In a petition to the Commission dated November 12, 1970, Warren Braren, now associated with the National Citizens Committee for Broadcasting and formerly manager of the New York Office of the Code Authority of the National Association of Broadcasters, made the statement: "Today there is no administered self-regulation of cigarette advertising. The Cigarette Advertising Code (CAC) fumbled and finally closed its door on August 1, of this year. It now exists only on paper." Additional details of the decline and fall of the Cigarette Advertising Code are given in an article entitled "Cigarette Code on Ads Dropped," which appeared on page 17 of the November 13, 1970, edition of the New York Times and is attached as Appendix G. Responding to an inquiry from the Commission staff, Robert B. Meyner, Administrator of the code, said in a letter dated December 1, 1970, "As a bare bones recital, the Times' account which you enclosed is substantially accurate."

The Code Authority of the National Association of Broadcasters adopted as its policy a position similar to the order which the Commission believed to be appropriate in issuing its complaint against the American Tobacco Company, and during 1970 required that if a broadcast cigarette advertisement used comparative language such as "low" or "lower" to describe the tar and nicotine content of the advertised cigarette, the advertisement must also disclose:

1. The tar and nicotine content in milligrams of the advertised cigarette;

2. The tar and nicotine content in milligrams of the lowest and highest yield domestic cigarettes; and

3. If the tar and nicotine content of the advertised cigarette is compared to any other specific cigarette, the brand name and tar and nicotine content in milligrams of the smoke produced by such other cigarettes.

One result of this decision was the withdrawl of several cigarette commercials which contained comparative tar and nicotine claims after January 1, 1970. Only two brands made comparative tar and nicotine claims in broadcast advertisements during 1970 -- Multifilter and True.

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RECOMMENDATIONS

The Commission believes that legislation to accomplish the following objectives is necessary:

1. Amendment of the Public Health Cigarette Smoking Act to require:

   a. The following statement to be printed clearly and conspicuously on the front panel of all cigarette packages and included, clearly and conspicuously in all cigarette advertising:

   "Warning: Cigarette Smoking Is Dangerous To Health and May Cause Death From Cancer, Coronary Heart Disease, Chronic Bronchitis, Pulmonary Emphysema and Other Diseases."

   b. A statement setting forth the tar and nicotine content of each cigarette, as reported by the most recently published Federal Trade Commission test, on the package and in all cigarette advertising.*

2. a. Increasing appropriations to the Department of Health, Education and Welfare for education of the public (especially young people) as to the health hazards of cigarette smoking.

   b. Enactment of measures to encourage the widest possible dissemination, through all media of mass communication, of messages to alert the general public to the health hazards of cigarette smoking.

3. Appropriating funds for research under the direction of the National Institutes of Health seeking the development of a cigarette not hazardous to health.

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* The Commission believes that further scientific study may warrant extension of this requirement to include a statement listing the results of quantitative and qualitative analyses of hazardous components in cigarette smoke.

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Additicnal legislative recommendations may be forthcoming with the publication of the statistical supplement to this report, after the staff has had an opportunity to evaluate cigarette sales and advertising data for 1970. The Commission staff will continue its surveillance of the cigarette industry, and the Commission will continue to assert its jurisdiction in those instances where unfair methods of competition or unfair or deceptive acts or practices in commerce are used in the promotion of cigarettes when the practices fall within areas where Commission action has not been preempted.

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Re: FTC Report to Congress
On Cigarette Advertising
(December 31, 1970)

SEPARATE STATEMENT OF COMMISSIONER MACINTYRE

I concurred in the Commission's decision to submit this report to the extent the report deals with matters Congress has entrusted to the Commission's jurisdiction for action.

To the extent the report concerns itself with opinions and the making of recommendations in areas of sociology, education and philosophy, it is my position, that these are matters that would be best left to agencies of government expected to report to the Congress on education and social problems regarding cigarettes.

I have not concurred in the decision to make recommendations numbered 2.a, b. and 3. Whether the Department of Health, Education and Welfare is in need or desires appropriations for the purposes there specified, I would leave to that agency to advise the Congress. Likewise, whether the National Institutes of Health are in need or desire greater appropriations for research or other agencies for enlarging the dissemination to all media of mass communication, I would leave as questions to be answered by those agencies most directly concerned. I seriously question the advisability of the Federal Trade Commission undertaking to unilaterally inject itself into the affairs of these other agencies.

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FEDERAL TRADE COMMISSION

[16 CFR Part 428]

ADVERTISING OF CIGARETTES

Notice of Public Hearing and Opportunity To Submit Data, Views, or Arguments Regarding Proposed Trade Regulation Rule

Notice is hereby given that the Federal Trade Commission, pursuant to the Federal Trade Commission Act, as amended, 15 U.S.C. 41, et seq., and the provisions of Part 1, Subpart B of the Commission's procedures and rules of practice, 16 CFR 1.11, et seq., has initiated a proceeding for the promulgation of a Trade Regulation Rule regarding the advertising of cigarettes.

Accordingly, the Commission publishes this notice and proposes the following Trade Regulation Rule:

§ 428.1 The Rule.

In connection with the sale, offering for sale, or distribution of cigarettes in commerce, as "commerce" is defined in the Federal Trade Commission Act, it is an unfair or deceptive act or practice within the meaning of section 5 of the Federal Trade Commission Act (15 U.S.C. 45) to fail to disclose, clearly and prominently, in all advertising the tar and nicotine content of the advertised variety or varieties in milligrams of tar (to the nearest whole milligram) and nicotine (to the nearest one-tenth milligram) per cigarette, based on the most recently published Federal Trade Commission test results.

The testing methodology currently used by the Federal Trade Commission is the Cambridge Filter Method specified in the FEDERAL REGISTER notice of November 4, 1966 (31 F.R. 14278), as described in an article entitled "Determination of Particulate Matter and Alkaloids (as Nicotine) in Cigarette Smoke," by C. L. Ogg, Journal of the Association of Official Agricultural Chemists, Vol. 47, No. 2, 1964, and as modified by the Federal Trade Commission in accordance with the FEDERAL REGISTER notice of August 1, 1967 (32 F.R. 11178).

Where a finally adopted Trade Regulation Rule is relevant to any issue involved in any adjudicative proceeding thereafter instituted, the Commission may rely upon the Rule to resolve the issue: *Provided*, That the respondent shall have been given opportunity for a fair hearing on the applicability of the Rule to the particular case.

All interested persons, including the consuming public, are hereby notified that they may file written data, views or arguments concerning the proposed Rule with the Assistant Director for Food and Drug Advertising, Bureau of Consumer Protection, Federal Trade Commission, Pennsylvania Avenue and Sixth Street NW., Washington, D.C. 20580, not later than October 8, 1970. To the extent practicable, persons wishing to file written presentations in excess of two pages should submit 20 copies.

All interested persons are also given notice of opportunity to make oral presentations of data, views, or arguments with respect to the proposed Rule at a public hearing to be held at 10 a.m., e.d.t., on Thursday, October 15, 1970, in Room 532 of the Federal Trade Commission Building, Washington, D.C.

Any person desiring to present his views orally at the hearing should so inform the Assistant Director for Food and Drug Advertising, Bureau of Consumer Protection not later than October 8, 1970, and state the estimated time required for his oral presentation. Reasonable limitations upon the length of time allotted to any person may be imposed. In addition, all parties desiring to deliver a prepared statement at the hearing should file such statement with the Assistant Director for Food and Drug Advertising, Bureau of Consumer Protection, on or before October 8, 1970.

The data, views, or arguments presented with respect to the proposed Rule will be available for examination by interested parties at the office of the Assistant Secretary for Legal and Public Records, Federal Trade Commission, Washington, D.C., and will be considered by the Commission in the establishment of a Trade Regulation Rule.

All interested persons, including the consuming public, are urged to express their approval or disapproval of the proposed Rule, or to recommend revisions thereof, and to give a full statement of their views in connection therewith.

Issued: August 8, 1970.

By the Commission.

[SEAL] JOSEPH W. SHEA, *Secretary.*

[F.R. Doc. 70-10357; Filed, Aug. 7, 1970; 8:47 a.m.]

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Appendix B

FEDERAL TRADE COMMISSION **NEWS**

WASHINGTON, D. C. 20580

For further information call:
David H. Buswell
Office of Public Information
(202) 962-7144

FOR RELEASE After 8:30 A.M., Thursday, October 1, 1970

FTC DIRECTS TOBACCO INDUSTRY TO SUBMIT SPECIFICS ON DISCLOSING TAR AND NICOTINE CONTENT

The Federal Trade Commission has given cigarette manufacturers 30 days in which to tell the Commission exactly how they voluntarily intend to disclose tar and nicotin content in cigarette advertising. The FTC also postponed the October 15 hearings on its proposed trade regulation rule to require such disclosure.

The Commission, after considering the tobacco industry's plan, will set a new hearing date if it still feels a trade regulation rule would be in the public interest

FTC Chairman Miles W. Kirkpatrick said: "The Commission's objective is to insure that all cigarette advertising make these tar and nicotine disclosures as soon as possible. If the industry can devise a voluntary plan that is feasible and appropriat the Commission is willing to consider it. A trade regulation rule, if contested in th courts, might take a long time to become effective; a workable, voluntary plan by the industry could be put into effect immediately."

The written submissions by the industry will be placed on the public record for 30 days for public comment.

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Appendix C

December 17, 1970

FEDERAL TRADE COMMISSION
RECEIVED
DEC 18 1970
SECRETARY

Federal Trade Commission
Washington, D.C. 20580

Gentlemen:

In accordance with the Commission Press Release of October 1, 1970, each of the undersigned companies which manufactures, or is a primary distributor of, varieties of cigarettes which are presently advertised, and any of its subsidiaries similarly engaged, is writing to set forth a voluntary program for the disclosure of "tar" and nicotine in its paid consumer-directed cigarette advertising in the United States placed by each of the undersigned companies.

Under this program, each company will disclose clearly and prominently for the variety of cigarettes advertised the values for "tar" in milligrams and for nicotine in tenths of a milligram contained in the Federal Trade Commission published test results, under its present methodology, in all advertising in newspapers, magazines, and other periodicals published and distributed in the United States, including newspapers, magazines, and other periodicals distributed primarily to members or units of the Armed Forces of the United States located abroad, in advertisements appearing on billboards in the United States, in advertisements printed on handbills and in direct mail circulars that are distributed to consumers in the United States, and in advertisements on signs, displayed inside of stores and other places of business selling cigarettes, which are reasonably not expected to be exposed to the public beyond a six month period.

Each of these advertisements will include the "tar" and nicotine data, as rounded off by the Federal Trade Commission, from the Commission test results most recently published in the Federal Register. However, in order to meet the general and ordinary deadlines for submission of advertising copy established by the medium by or in which the advertisement is to appear, each company may use the "tar" and nicotine data from the published Commission test results covering the test prior to the most recently published test, in lieu of the most recently published test results, (a) in all advertising in those issues

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Source: https://www.industrydocuments.ucsf.edu/docs/rplk0000

of newspapers, magazines, and other periodicals for which the closing date on which an advertiser must, according to the regular schedule of that newspaper, magazine, or other periodical, deliver the advertising material in final form to the printer, to the publisher, or as to spectacolor-type to the production house, is less than thirty working days after publication of the most recently published Commission test results in the Federal Register; (b) in all advertising printed on handbills and in direct mail circulars which is delivered in final form to the printer less than thirty working days after publication of the most recently published Commission test results in the Federal Register; (c) in all advertising appearing on billboards which is delivered in final form to the printer, or is painted or assembled, less than thirty working days after publication of the most recently published Commission test results in the Federal Register; and (d) in all advertising printed on signs displayed inside of stores and other places of business selling cigarettes, which is reasonably not expected to be exposed to the public beyond a six month period, which is delivered in final form to the printer less than thirty working days after publication of the most recently published Commission test results in the Federal Register.

The disclosure will be in the following language:

____mg. "tar", ____mg. nicotine
av. per cigarette, FTC Report (date).

Necessarily, the carrying out of this voluntary program is predicated upon the Commission continuing to test the advertised varieties of cigarettes and to publish its results in the Federal Register at regular and periodic intervals of not more than six months.

Where the most recent Commission published test results do not include a variety then manufactured or primarily distributed and advertised by any company, that company will disclose in its advertising, until Commission test results on that variety are next published, the "tar" and nicotine values

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Source: https://www.industrydocuments.ucsf.edu/docs/rplk0000

determined by that company in its own "tar" and nicotine test on that variety conducted in accordance with the present Federal Trade Commission methodology. In the interval prior to the publication of Commission test results, that company will utilize the following language:

____mg. "tar", ____mg. nicotine
av. per cigarette by FTC method.

If at any time any company undertakes the manufacture or the primary distribution of a new variety of cigarettes to be advertised, it will under this program disclose in its advertising the "tar" and nicotine values determined by that company in its own "tar" and nicotine tests on that new variety conducted in accordance with the present Federal Trade Commission methodology, when it begins the advertising of that new variety.

In the event that any company determines from test data that the "tar" or nicotine value of any of its varieties available to consumers has become larger or smaller by more than twenty percent of the most recently published rounded Commission test results, that company may request the Commission to conduct a special test on such variety based upon a sample of cigarettes picked up in the marketplace by Western Union, in accordance with arrangements between the Commission and Western Union, with the requesting company bearing all costs of such a pick-up. The requesting company may simultaneously with its request to the Commission, also request the Tobacco Institute Testing Laboratory to obtain from Western Union a similar market pick-up of the variety. If within forty-five working days after the company's request to the Commission, the Commission supplies the company with its test results, the company will thereafter utilize those test results in advertising placed after that date in accordance with this program. If the Commission does not supply test results within forty-five working days, then the company will utilize, in accordance with this program, test results of the Tobacco Institute Testing Laboratory on the market sample until such time as the Commission test results are made available to it.

Source: https://www.industrydocuments.ucsf.edu/docs/rplk0000

The submission or the carrying out of this program does not constitute an admission by any company that "tar" and nicotine have any significance in relation to human health.

Each of these companies is confident that the program presented, which they intend to begin thirty working days after the Commission has considered it in lieu of any formal Trade Regulation Rule proceeding and hearing, constitutes a plan that is feasible.

Respectfully submitted,

BROWN & WILLIAMSON TOBACCO CORPORATION

By _____
Addison Yeaman,
Executive Vice President

LARUS & BROTHER COMPANY, INC.,
TRADING AS THE HOUSE OF EDGEWORTH

By _____
W. Brooks George,
Chairman of the Board

LIGGETT & MYERS INCORPORATED

By _____
Milton E. Harrington,
President

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LORILLARD, a Division of Loew's Theatres, Inc.

BY _____
Curtis H. Judge, President

PHILIP MORRIS U.S.A.

BY _____
Ross R. Millhiser, President

R.J. REYNOLDS TOBACCO COMPANY

BY _____
Colin Stokes, Chairman of the Board

STEPHANO BROTHERS

BY _____
Constantine Stephano

UNITED STATES TOBACCO COMPANY

BY _____
L. A. Bantle, President

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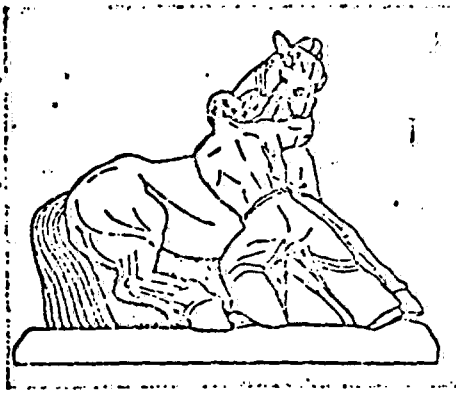
Source: https://www.industrydocuments.ucsf.edu/docs/rplk0000

Appendix D



FEDERAL TRADE COMMISSION NEWS

WASHINGTON, D. C. 20580

For further information call:
David H. Buswell
Office of Public Information
(202) 962-7144

FOR RELEASE Immediate Wednesday, December 23, 1970

FTC SUSPENDS PROCEEDING TO REQUIRE DISCLOSURE OF TAR AND NICOTINE CONTENT IN CIGARETTE ADVERTISING AFTER INDUSTRY AMENDS VOLUNTARY PLAN

On October 23, 1970, eight major members of the tobacco industry submitted to the Commission a voluntary plan for the disclosure of tar and nicotine content in cigarette advertising. The Commission announced its receipt of the voluntary plan, placed it on the public record, postponed the scheduled public hearing on a proposed trade regulation rule covering the same subject and published notice of the foregoing in the Federal Register. Fifteen comments were received from the public.

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Following discussions between representatives of the industry and the Commission's General Counsel, the voluntary plan was amended by the industry members in several respects favorable to the public interest.

After considering the public comments and the tobacco industry's amended plan, the Commission has determined to suspend indefinitely the proceeding for a trade regulation rule covering disclosure of tar and nicotine content in cigarette advertising. It appears to be in the public interest to afford the tobacco industry an opportunity to implement the letter and the spirit of the amended plan which it has proposed. In taking this action the Commission is retaining the unconditional right to reschedule the trade regulation rule proceedings and to take any other action relating to this subject at any time it deems such action to be necessary or desirable in the public interest.

(more)

Source: https://www.industrydocuments.ucsf.edu/docs/rplk0000

The Commission believes that if the amended plan operates satisfactorily, the public will, at the earliest possible time, be informed of the tar and nicotine content of cigarettes. In addition, the Commission will be able to employ substantial manpower and funds which would otherwise have been devoted to hearings and court proceedings to dealing with the serious problems relating to cigarette advertising.

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Source: https://www.industrydocuments.ucsf.edu/docs/rplk0000

FEDERAL TRADE COMMISSION
WASHINGTON, D. C. 20580

OFFICE OF THE SECRETARY

JUN 5 1970

Dear Mr. Chairman:

Submitted herewith is a report of the tar and nicotine yields of 118 varieties of cigarettes, as determined by tests recently conducted by the Commission's laboratory.

This is the fifth time that the Commission's laboratory has tested samples of the various domestic varieties of cigarettes during a single testing period. Four similar tests were completed on October 10, 1968; February 27, 1969; July 9, 1969; and November 19, 1969.

As on previous occasions, current test results are depicted by tables reflecting alphabetical order, increasing tar order, and increasing nicotine order of the varieties tested.

In addition, October 1968, February 1969, July 1969, November 1969 and current test results have been tabulated first to depict tar results obtained per variety during each of the five tests and then to depict nicotine results obtained per variety during the five tests. These two tabulations are submitted along with the latest results.

By direction of the Commission.

Joseph W. Shea
Secretary

Honorable Harley O. Staggers
Chairman
Committee on Interstate and
Foreign Commerce
House of Representatives
Washington, D.C. 20515

Enclosure

1005045831

Source: https://www.industrydocuments.ucsf.edu/docs/rplk0000

REPORT OF TAR AND NICOTINE CONTENT OF THE SMOKE OF 118 VARIETIES OF CIGARETTES

May 18, 1970

The Federal Trade Commission's laboratory has determined the tar (dry particulate matter) and total alkaloid (reported as nicotine) content of 118 varieties of cigarettes. The laboratory utilized the Cambridge filter method with the following specifications as set forth in the Commission's announcement of July 31, 1967:

1. Smoke cigarettes to a 23 mm. butt length, or to the length of the filter and overwrap plus 3 mm. if in excess of 23 mm.,

2. Base results on a test of 100 cigarettes per brand, or type,

3. Cigarettes to be tested will be selected on a random basis, as opposed to "weight selection",

4. Determine particulate matter on a "dry" basis employing the gas chromatography method published by C. H. Sloan and B. J. Sublett in Tobacco Science 9, page 70, 1965, as modified by F. J. Schultz' and A. W. Spears' report published in Tobacco Vol. 162, No. 24, page 32, dated June 17, 1966, to determine the moisture content,

5. Determine and report the "tar" content after subtracting moisture and alkaloids (as nicotine) from particulate matter.

Concerning the 118 varieties tested, 28 were capable of being smoked to 23 mm. or to an average range of between 23 and 24 mm. The butt lengths of the other 90 varieties tested ranged from 23 mm. to an average of between 34.5 and 37.0 mm. The butt lengths of 36 of the 118 varieties tested exceeded 30 mm.

The samples used were obtained by attempting to purchase two packages of each variety of cigarettes during December of 1969 and January of 1970 in each of 50 geographic locations throughout the country. All varieties of cigarettes were not available in each of the 50 geographic locations and in these instances, one or more additional packages of cigarettes were purchased in those geographic locations where the respective varieties were available. The samples utilized in the tests were representative of the 118 varieties of cigarettes as available throughout the country at the time of purchase.

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Source: https://www.industrydocuments.ucsf.edu/docs/rplk0000

In the interest of scientific accuracy the tar content is reported to the nearest 1/10 milligram and the nicotine to the nearest 1/100 milligram, each with appropriate statistical values, in the table in which varieties are listed in alphabetical order. In the two tables which respectively list varieties in increasing order of tar values and in increasing order of nicotine values, and in two lists tabulating the current and four previous tests, the average weight and butt length columns have been eliminated; types of cigarettes are more clearly described; tar figures have been rounded off to whole numbers and nicotine figures to tenths of milligrams; and figures representing the standard deviation of the mean have been eliminated. Accordingly, tar and nicotine figures in these tables and lists represent rounded off averages without indication of their precision.

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Source: https://www.industrydocuments.ucsf.edu/docs/rplk0000

MAY 18 1970

"Tar"[4] and Nicotine[5] Content of One-hundred eighteen (118) Varieties of Domestic Cigarettes

	Name	Type[1]		Average weight[2]	Butt length[3]	TPM dry[4]	Nicotine[5]
1	Alpine	F, M, SP	85 mm	1.0628	29 - 30.5 mm	18.5 ± 0.3	1.13 ± 0.02
2	Belair	F, M, SP	85 mm	0.9879	26.5 - 29.5 mm	18.1 ± 0.3	1.35 ± 0.03
	Belair	F, M, SP	100 mm	1.1362	32 - 34 mm	18.8 ± 0.4	1.35 ± 0.05
3	Benson & Hedges	F, HWP	70 mm	0.8831	26 mm	19.4 ± 0.5	1.39 ± 0.03
	Benson & Hedges	F, HWP	85 mm	1.0568	26 - 30 mm	19.9 ± 0.5	1.44 ± 0.04
	Benson & Hedges	F, SP	100 mm	1.1987	26 - 34.5 mm	20.3 ± 0.4	1.38 ± 0.02
	Benson & Hedges	F, M, SP	100 mm	1.1915	34.5 - 37 mm	20.6 ± 0.5	1.36 ± 0.03
4	Bull Durham	F, SP	85 mm	1.1986	25.5 - 28 mm	20.4 ± 0.5	1.74 ± 0.04
5	Camel	NF, SP	70 mm	0.9533	23 mm	24.1 ± 0.5	1.92 ± 0.04
	Camel	F, SP	85 mm	1.0609	29 - 30 mm	20.3 ± 0.4	1.29 ± 0.03
6	Carlton[6]	F, SP	70 mm	0.8535	32.8 - 33.5 mm	1.9 ± 0.2	0.15 ± 0.01
7	Carlton	F, SP	85 mm	1.0312	32.5 - 35 mm	4.2 ± 0.2	0.32 ± 0.03
	Century	F, SP	100 mm	1.2361	32.8 - 34 mm	20.4 ± 0.5	1.27 ± 0.05
8	Chesterfield	NF, SP	70 mm	0.9568	23 mm	24.5 ± 0.4	1.33 ± 0.03
	Chesterfield	NF, SP	85 mm	1.1316	23 mm	28.5 ± 0.5	1.66 ± 0.03
	Chesterfield	F, SP	85 mm	1.0352	28.2 - 29.5 mm	21.2 ± 0.5	1.42 ± 0.04
	Chesterfield	F, M, SP	85 mm	1.0257	26.5 - 28.1 mm	18.6 ± 0.3	1.07 ± 0.02
	Chesterfield	F, SP	101 mm	1.2401	29.5 - 31.5 mm	21.3 ± 0.4	1.46 ± 0.05
9	Domino	NF, SP	85 mm	1.2500	23 mm	24.4 ± 0.6	1.11 ± 0.04
	Domino	F, SP	85 mm	1.1458	23 - 25.6 mm	21.7 ± 0.5	1.01 ± 0.03
	Domino	F, M, SP	85 mm	1.1340	23.5 - 25.1 mm	17.5 ± 0.5	0.98 ± 0.04
10	Doral	F, SP	85 mm	1.1550	32.7 - 33.7 mm	13.6 ± 0.5	0.86 ± 0.04
	Doral	F, M, SP	85 mm	1.1565	32 - 33.7 mm	14.3 ± 0.5	0.96 ± 0.05
11	Duke	F, SP	85 mm	1.1619	32.6 - 34 mm	9.8 ± 0.3	0.33 ± 0.03
12	DuMaurier	F, HWP	85 mm	1.0475	26.7 - 29.6 mm	18.2 ± 0.5	1.26 ± 0.04
13	English Ovals	NF, HWP	70 mm	0.9843	23 mm	25.9 ± 0.8	1.89 ± 0.06
	English Ovals	NF, HWP	85 mm	1.2084	23 mm	28.8 ± 0.7	2.23 ± 0.07
14	Patina	NF, SP	85 mm	1.1958	23 mm	31.1 ± 0.8	1.79 ± 0.08
15	Frappe	F, M, SP	85 mm	1.1018	25.5 - 28 mm	10.7 ± 0.6	0.35 ± 0.03
16	Galaxy	F, SP	85 mm	1.1529	27.1 - 29.6 mm	20.6 ± 0.4	1.39 ± 0.04
17	Gauloises Caporal	NF, SP	70 mm	1.0002	23 mm	21.7 ± 0.5	1.66 ± 0.05
	Gauloises Disque Bleu	F, SP	70 mm	1.0595	23 - 23.9 mm	23.9 ± 0.8	1.08 ± 0.07
18	Half & Half	F, SP	85 mm	1.1521	26.0 - 27.5 mm	23.6 ± 0.5	1.56 ± 0.04
19	Herbert Tareyton	NF, SP	85 mm	1.1169	23 mm	26.7 ± 0.7	1.67 ± 0.04
20	Home Run	NF, SP	70 mm	0.9025	23 mm	19.7 ± 0.5	1.45 ± 0.04
21	Kent	F, SP	70 mm	0.8787	26.5 - 29 mm	9.6 ± 0.4	0.54 ± 0.03
	Kent	F, HP	80 mm	0.9889	27.3 - 28.4 mm	19.3 ± 0.4	0.97 ± 0.04
	Kent	F, SP	85 mm	1.0313	27 - 28.2 mm	16.1 ± 0.4	0.96 ± 0.03
	Kent	F, SP	100 mm	1.2200	32 - 33.5 mm	19.1 ± 0.5	1.16 ± 0.03
22	King Sano	F, SP	85 mm	1.1409	28 - 29.3 mm	5.4 ± 0.5	0.18 ± 0.02
	King Sano	F, M, SP	85 mm	1.1502	26.8 - 29.5 mm	6.5 ± 0.5	0.22 ± 0.01
23	Kool	NF, M, SP	70 mm	0.8910	23 mm	20.4 ± 0.6	1.31 ± 0.05
	Kool	F, M, SP	85 mm	0.9584	27.5 - 28.7 mm	17.6 ± 0.5	1.33 ± 0.04
	Kool	F, M, SP	100 mm	1.1210	32.5 - 35 mm	19.6 ± 0.4	1.45 ± 0.04
24	L & M	F, SP	70 mm	0.8891	23 - 24.5 mm	16.6 ± 0.4	0.92 ± 0.03
	L & M	F, HP	80 mm	0.9718	26.7 - 27.5 mm	17.6 ± 0.5	1.01 ± 0.03
	L & M	F, SP	85 mm	1.0192	26.9 - 27.8 mm	19.1 ± 0.3	1.12 ± 0.03
	L & M	F, SP	100 mm	1.2183	29 - 31 mm	19.0 ± 0.3	1.11 ± 0.02
	L & M	F, M, SP	100 mm	1.2178	29 - 32 mm	19.1 ± 0.4	1.18 ± 0.02
25	Lark	F, SP	85 mm	1.1770	26.5 - 27.3 mm	17.2 ± 0.5	1.00 ± 0.05
	Lark	F, SP	100 mm	1.2811	30.7 - 32.2 mm	17.6 ± 0.4	1.06 ± 0.05
26	Life	F, SP	85 mm	1.0102	32.9 - 34.8 mm	10.0 ± 0.3	0.63 ± 0.03
27	Lucky Strike	NF, SP	70 mm	0.9539	23 mm	27.8 ± 0.6	1.57 ± 0.02
28	Lucky Filters	F, SP	85 mm	1.0552	26.3 - 33.7 mm	20.3 ± 0.5	1.33 ± 0.05
	Lucky Filters	F, SP	100 mm	1.2249	32.3 - 34.2 mm	20.4 ± 0.5	1.39 ± 0.03
29	Mapleton	NF, SP	70 mm	0.9970	23 mm	26.6 ± 0.6	1.14 ± 0.02
	Mapleton	F, SP	85 mm	1.0572	27 - 28.9 mm	21.6 ± 0.5	0.97 ± 0.03
30	Marlboro	F, HP	80 mm	0.9960	25.3 - 26.7 mm	19.0 ± 0.4	1.27 ± 0.02
	Marlboro	F, SP	85 mm	1.0420	27.7 - 28.7 mm	20.3 ± 0.3	1.31 ± 0.04
	Marlboro	F, M, SP	85 mm	1.0626	27 - 28.8 mm	20.2 ± 0.5	1.33 ± 0.02
	Marlboro	F, SP	100 mm	1.1956	32.1 - 33.2 mm	21.3 ± 0.4	1.49 ± 0.02
	Marlboro	F, HP	100 mm	1.1477	32.8 - 34 mm	20.8 ± 0.4	1.41 ± 0.04

1 F= filter; NF= non-filter; M= menthol; HP= hard pack; SP= soft pack; HWP= hard wide pack; mm= millimeters; PB= plastic box

2 average weight reported in grams

3 range used for butt length because of variance of overwrap

4 TPM dry (tar)= milligrams total particulate matter less nicotine and water

5 milligrams total alkaloids reported as nicotine

6 limited availability based on reduced sampling from Washington, D.C. only

7 with and without holes smoked together

• tolerance shown is two (2) standard deviation of the mean

1005045834

Source: https://www.industrydocuments.ucsf.edu/docs/rplk0000

"Tar"[4] and Nicotine[5] Content of One-hundred eighteen (118) Varieties of Domestic Cigarettes

MAY 18 1970

	Name	Type[1]		Average weight[2]	Butt length[3]	TPM dry[4]	Nicotine[5]
31	Marvels	NF, SP	70 mm	0.9809	23 mm	17.4 ± 0.4	0.60 ± 0.02
	Marvels	F, SP	70 mm	0.9128	27.4 - 29.5 mm	2.9 ± 0.2	0.11 ± 0.01
	Marvels	NF, SP	85 mm	1.1895	23 mm	23.2 ± 0.6	0.81 ± 0.02
	Marvels	F, SP	85 mm	1.1101	27 - 29 mm	5.3 ± 0.3	0.20 ± 0.01
	Marvels	F, M, SP	85 mm	1.1255	27.1 - 28.6 mm	4.1 ± 0.4	0.16 ± 0.01
32	Montclair	F, M, SP	85 mm	1.0168	26.3 - 28.1 mm	11.2 ± 0.5	0.83 ± 0.05
33	Multifilter[7]	F, PB	85 mm	1.1793	29 - 33.5 mm	15.6 ± 0.5	1.04 ± 0.04
	Multifilter	F, M, SP	85 mm	1.1840	29.1 - 34.1 mm	13.3 ± 1.0	0.92 ± 0.07
1	Newport	F, M, HP	80 mm	0.9596	23 - 25 mm	18.8 ± 0.5	1.10 ± 0.04
3	Newport	F, M, SP	85 mm	1.0241	25.8 - 27.5 mm	19.4 ± 0.5	1.14 ± 0.04
	Newport	F, M, SP	100 mm	1.2151	32.5 - 34.5 mm	21.7 ± 0.5	1.31 ± 0.05
37	Oasis	F, M, SP	85 mm	1.0397	24.6 - 28 mm	18.0 ± 0.5	1.04 ± 0.03
	Old Gold Straights	NF, SP	70 mm	0.8307	23 mm	21.3 ± 0.5	1.21 ± 0.03
38	Old Gold Straights	NF, SP	85 mm	1.0013	23 mm	26.5 ± 0.5	1.56 ± 0.04
	Old Gold Filter	F, SP	85 mm	1.0104	26.1 - 28 mm	19.7 ± 0.5	1.17 ± 0.04
	Old Gold Filter	F, SP	100 mm	1.2055	32 - 33.5 mm	23.6 ± 0.6	1.48 ± 0.03
	Pall Mall	NF, SP	85 mm	1.1252	23 mm	28.3 ± 0.4	1.75 ± 0.03
31	Pall Mall	F, HWP	95 mm	1.0660	32.5 - 33.5 mm	18.9 ± 0.4	1.29 ± 0.03
	Pall Mall	F, M, HWP	95 mm	1.1103	32.5 - 34 mm	16.9 ± 0.5	1.05 ± 0.05
	Pall Mall	F, SP	100 mm	1.1728	31.9 - 34.2 mm	19.1 ± 0.4	1.29 ± 0.03
	Pall Mall	F, M, SP	100 mm	1.1413	32.6 - 34 mm	17.9 ± 0.4	1.27 ± 0.04
35	Parliament	F, HP	80 mm	1.0245	30 - 32 mm	15.7 ± 0.4	1.00 ± 0.02
	Parliament	F, SP	85 mm	1.0920	31.9 - 34.1 mm	16.1 ± 0.5	0.95 ± 0.05
39	Philip Morris	NF, SP	70 mm	0.9479	23 mm	23.4 ± 0.5	1.45 ± 0.05
	Philip Morris Commander	NF, SP	85 mm	1.1559	23 mm	28.5 ± 0.5	1.89 ± 0.04
46	Piccayune	NF, SP	70 mm	0.8804	23 mm	20.5 ± 0.5	1.54 ± 0.05
41	Piedmont	NF, SP	70 mm	0.9659	23 mm	24.3 ± 0.5	1.36 ± 0.03
42	Players	NF, HWP	70 mm	1.1140	23 mm	30.9 ± 0.6	2.09 ± 0.06
43	Raleigh	NF, SP	85 mm	1.0798	23 mm	25.7 ± 0.5	1.63 ± 0.04
	Raleigh	F, SP	85 mm	1.0326	26.9 - 28.7 mm	17.4 ± 0.4	1.18 ± 0.05
	Raleigh	F, SP	100 mm	1.1691	32.1 - 34.9 mm	17.7 ± 0.3	1.22 ± 0.04
44	Salem	F, M, SP	85 mm	1.0717	26.5 - 27.5 mm	20.0 ± 0.5	1.35 ± 0.05
	Salem	F, M, SP	100 mm	1.2715	32.4 - 33.1 mm	21.3 ± 0.3	1.46 ± 0.02
45	Sano	NF, SP	70 mm	1.0169	23 mm	15.4 ± 0.5	0.45 ± 0.02
	Sano	F, SP	70 mm	1.0532	26.5 - 27.6 mm	4.1 ± 0.3	0.14 ± 0.01
46	Silva Thins	F, SP	100 mm	1.0931	31.8 - 34 mm	16.1 ± 0.5	0.98 ± 0.03
	Silva Thins	F, M, SP	100 mm	1.0376	31.8 - 34 mm	15.9 ± 0.4	0.97 ± 0.03
47	Spring	F, M, SP	100 mm	1.2196	32.7 - 34.5 mm	20.9 ± 0.4	1.16 ± 0.03
48	Stratford	NF, SP	85 mm	1.2298	23 mm	22.9 ± 0.5	0.90 ± 0.02
	Stratford	F, SP	85 mm	1.0711	27.5 - 28.8 mm	16.9 ± 0.3	0.73 ± 0.03
	Stratford	F, M, SP	85 mm	1.0957	27.8 - 28.4 mm	19.3 ± 0.4	0.82 ± 0.01
49	Tareyton	F, SP	85 mm	1.0927	26 - 28.6 mm	17.4 ± 0.5	1.08 ± 0.04
	Tareyton	F, SP	100 mm	1.2344	32.5 - 34 mm	17.7 ± 0.4	1.16 ± 0.03
50	Tempo	F, SP	85 mm	1.0684	32.7 - 33.5 mm	12.0 ± 0.4	0.86 ± 0.03
51	True	F, SP	85 mm	1.0758	32.5 - 34.3 mm	12.5 ± 0.3	0.66 ± 0.01
	True	F, M, SP	85 mm	1.0045	32.8 - 34.5 mm	12.1 ± 0.4	0.63 ± 0.03
52	Viceroy	F, SP	85 mm	1.0324	27.3 - 28.5 mm	17.3 ± 0.4	1.19 ± 0.03
	Viceroy	F, SP	100 mm	1.1902	32 - 33.5 mm	19.6 ± 0.4	1.40 ± 0.04
53	Virginia Slims	F, SP	100 mm	1.0063	34.3 - 36.5 mm	18.3 ± 0.5	1.21 ± 0.04
	Virginia Slims	F, M, SP	100 mm	1.0168	33.5 - 35.3 mm	18.1 ± 0.5	1.17 ± 0.04
54	Vogue (black)	F, HWP	85 mm	1.1310	23 - 24.1 mm	21.7 ± 1.7	0.71 ± 0.05
	Vogue (colors)	F, HWP	85 mm	1.1370	23 - 23.8 mm	16.4 ± 1.2	0.54 ± 0.05
55	Winston	F, HP	80 mm	1.0277	23.6 - 24.6 mm	20.2 ± 0.5	1.29 ± 0.04
	Winston	F, SP	85 mm	1.0665	26.5 - 27.5 mm	20.2 ± 0.5	1.27 ± 0.04
	Winston	F, SP	100 mm	1.2586	32.2 - 33.9 mm	21.1 ± 0.4	1.43 ± 0.03
	Winston	F, M, SP	100 mm	1.2765	32.5 - 33.7 mm	21.6 ± 0.5	1.49 ± 0.03

1 F- filter; NF- non-filter; M- menthol; HP- hard pack; SP- soft pack; HWP- hard wide pack; mm- millimeters; PB- plastic box

2 average weight reported in grams

3 range used for butt length because of variance of overwrap

4 TPM dry (tar)- milligrams total particulate matter less nicotine and water

5 milligrams total alkaloids reported as nicotine

6 limited availability based on reduced sampling from Washington, D.C. only

7 with and without holes smoked together

* tolerance shown is two (2) standard deviation of the mean

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Source: https://www.industrydocuments.ucsf.edu/docs/rplk0000

MAY 18 1970

Tar[1] and Nicotine Content of One Hundred-eighteen (118) Varieties of Domestic Cigarettes

(shown in increasing order of tar values)

Brand	Type	Tar (mg/cig.)	Nicotine (mg/cig)
Carlton[2]	reg. size, filter	2	0.2
Marvels	reg. size, filter	3	0.1
Sano	reg. size, filter	4	0.1
Marvels	king size, filter, menthol	4	0.2
Carlton	king size, filter	4	0.3
Marvels	king size, filter	5	0.2
King Sano	king size, filter	5	0.2
King Sano	king size, filter, menthol	7	0.2
Kent	reg. size, filter	10	0.5
Duke	king size, filter	10	0.3
Life	king size, filter	10	0.6
Freppe	king size, filter, menthol	10	0.4
Montclair	king size, filter, menthol	11	0.8
Tempo	king size, filter	12	0.9
True	king size, filter, menthol	12	0.6
True	king size, filter	13	0.7
Multifilter	king size, filter, menthol	13	0.9
Doral	king size, filter	14	0.9
Doral	king size, filter, menthol	14	1.0
Sano	reg. size, non-filter	15	0.5
Multifilter	king size, filter, (plastic box)	16	1.0
Parliament	king size, filter, (hard pack)	16	1.0
Silva Thins	100 mm, filter, menthol	16	1.0
Kent	king size, filter	16	1.0
Parliament	king size, filter	16	1.0
Silva Thins	100 mm, filter	16	1.0
Kent	king size, filter, (hard pack)	16	1.0
Vogue (colors)	king size, filter, (hard pack)	16	0.5
L & M	reg. size, filter	17	0.9
Pall Mall	95 mm, filter, menthol, (hard pack)	17	1.1
Lark	king size, filter	17	1.0
Viceroy	king size, filter	17	1.2
Marvels	reg. size, non-filter	17	0.6
Raleigh	king size, filter	17	1.2
Tareyton	king size, filter	17	1.1
Kool	king size, filter, menthol	17	1.3
Domino	king size, filter, menthol	18	1.0
Lark	100 mm, filter	18	1.1
L & M	king size, filter, (hard pack)	18	1.0
Raleigh	100 mm, filter	18	1.2
Tareyton	100 mm, filter	18	1.2
Pall Mall	100 mm, filter, menthol	18	1.3
Oasis	king size, filter, menthol	18	1.0
Belair	king size, filter, menthol	18	1.4
Virginia Slims	100 mm, filter, menthol	18	1.2
DuMaurier	king size, filter, (hard pack)	18	1.3
Virginia Slims	100 mm, filter	18	1.2
Alpine	king size, filter, menthol	19	1.1
Chesterfield	king size, filter, menthol	19	1.1
Belair	100 mm, filter, menthol	19	1.4
Newport	king size, filter, menthol, (hard pack)	19	1.1
Stratford	king size, filter	19	0.7
Pall Mall	95 mm, filter, (hard pack)	19	1.3
L & M	100 mm, filter	19	1.1
Marlboro	king size, filter, (hard pack)	19	1.3
L & M	king size, filter	19	1.1
L & M	100 mm, filter, menthol	19	1.2
Pall Mall	100 mm, filter	19	1.3
Kent	100 mm, filter	19	1.2
Stratford	king size, filter, menthol	19	0.8
Newport	king size, filter, menthol	19	1.1
Benson & Hedges	reg. size, filter, (hard pack)	19	1.4
Viceroy	100 mm, filter	20	1.4
Kool	100 mm, filter, menthol	20	1.5
Old Gold Filter	king size, filter	20	1.2

[1] TPM dry (tar) = milligrams total particulate matter less nicotine and water

1005045836

Source: https://www.industrydocuments.ucsf.edu/docs/rplk0000

Tar[1] and Nicotine Content of One Hundred-eighteen (118) Varieties of Domestic Cigarettes (shown in increasing order of tar values)

MAY 18 1979

Brand	Type	Tar (mg/cig)	Nicotine (mg/cig)
Home Run	reg. size, non-filter	20	1.5
Benson & Hedges	king size, filter, (hard pack)	20	1.4
Salem	king size, filter, menthol	20	1.4
Winston	king size, filter	20	1.3
Winston	king size, filter, (hard pack)	20	1.3
Marlboro	king size, filter, menthol	20	1.3
Marlboro	king size, filter	20	1.3
Camel	king size, filter	20	1.3
Benson & Hedges	100 mm, filter	20	1.4
Lucky Filters	king size, filter	20	1.3
Gauloises Disque Bleu	reg. size, filter	20	1.1
Century	100 mm, filter	20	1.3
Lucky Filters	100 mm, filter	20	1.4
Kool	reg. size, non-filter, menthol	20	1.3
Picayune	reg. size, non-filter	21	1.5
Galaxy	king size, filter	21	1.4
Benson & Hedges	100 mm, filter, menthol	21	1.4
Marlboro	100 mm, filter, (hard pack)	21	1.4
Spring	100 mm, filter, menthol	21	1.2
Winston	100 mm, filter	21	1.4
Domino	king size, filter	21	1.0
Newport	100 mm, filter, menthol	21	1.3
Chesterfield	king size, filter	21	1.4
Salem	100 mm, filter, menthol	21	1.5
Chesterfield	101 mm, filter	21	1.5
Marlboro	100 mm, filter	21	1.5
Old Gold Straights	reg. size, non-filter	21	1.2
Mapleton	king size, filter	22	1.0
Winston	100 mm, filter, menthol	22	1.5
Gauloises Caporal	reg. size, non-filter	22	1.1
Vogue (black)	king size, filter, (hard pack)	22	0.7
Stratford	king size, non-filter	23	0.9
Marvels	king size, non-filter	23	0.8
Philip Morris	reg. size, non-filter	23	1.5
Half & Half	king size, filter	23	1.6
Old Gold Filter	100 mm, filter	24	1.5
Piedmont	reg. size, non-filter	24	1.4
Domino	king size, non-filter	24	1.1
Chesterfield	reg. size, non-filter	25	1.4
Camel	reg. size, non-filter	25	1.5
Raleigh	king size, non-filter	26	1.6
English Ovals	reg. size, non-filter, (hard pack)	26	1.9
Old Gold Straights	king size, non-filter	27	1.6
Mapleton	reg. size, non-filter	27	1.1
Herbert Tareyton	king size, non-filter	27	1.6
Lucky Strike	reg. size, non-filter	28	1.6
Pall Mall	king size, non-filter	28	1.8
Bull Durham	king size, filter	28	1.7
Chesterfield	king size, non-filter	29	1.7
Philip Morris Commander	king size, non-filter	29	1.9
English Ovals	king size, non-filter, (hard pack)	29	2.2
Players	reg. size, non-filter, (hard pack)	31	2.1
Fatima	king size, non-filter	31	1.8

[1] TPM dry (tar) - milligrams total particulate matter less nicotine and water

1005045837

Source: https://www.industrydocuments.ucsf.edu/docs/rplk0000

Tar[1] and Nicotine Content of One Hundred-eighteen (118) Varieties of Domestic Cigarettes
(shown in increasing order of nicotine values)

MAY 18 1970

Brand	Type	Tar (mg/cig)	Nicotine (mg/cig)
Marvels	reg. size, filter	3	0.1
Sano	reg. size, filter	4	0.1
Carlton[2]	reg. size, filter	2	0.2
Marvels	king size, filter, menthol	4	0.2
King Sano	king size, filter	5	0.2
Marvels	king size, filter	5	0.2
King Sano	king size, filter, menthol	7	0.2
Carlton	king size, filter	4	0.3
Duke	king size, filter	10	0.3
Frappe	king size, filter, menthol	10	0.4
Sano	reg. size, non-filter	15	0.5
Kent	reg. size, filter	10	0.5
Vogue (colors)	king size, filter, (hard pack)	16	0.5
Marvels	reg. size, non-filter	17	0.6
Life	king size, filter	10	0.6
True	king size, filter, menthol	12	0.6
True	king size, filter	13	0.7
Vogue (black)	king size, filter, (hard pack)	22	0.7
Stratford	king size, filter	19	0.7
Marvels	king size, non-filter	23	0.8
Stratford	king size, filter, menthol	19	0.8
Montclair	king size, filter, menthol	11	0.8
Tempo	king size, filter	12	0.9
Doral	king size, filter	14	0.9
Stratford	king size, non-filter	23	0.9
L & M	reg. size, filter	17	0.9
Multifilter	king size, filter, menthol	13	0.9
Kent	king size, filter	16	1.0
Doral	king size, filter, menthol	14	1.0
Parliament	king size, filter	16	1.0
Silva Thins	100 mm, filter, menthol	16	1.0
Mapleton	king size, filter	22	1.0
Kent	king size, filter, (hard pack)	16	1.0
Silva Thins	100 mm, filter	16	1.0
Doral	king size, filter, menthol	18	1.0
Parliament	king size, filter, (hard pack)	16	1.0
Lark	king size, filter	17	1.0
L & M	king size, filter, (hard pack)	18	1.0
Domino	king size, filter	21	1.0
Oasis	king size, filter, menthol	18	1.0
Multifilter	king size, filter, (plastic box)	16	1.0
Pall Mall	king size, filter, menthol, (hard pack)	17	1.1
Lark	100 mm, filter	18	1.1
Caulolace Caporal	reg. size, non-filter	22	1.1
Chesterfield	king size, filter, menthol	19	1.1
Tareyton	king size, filter	17	1.1
Caulolace Dieque Bleu	reg. size, filter	20	1.1
Newport	king size, filter, menthol, (hard pack)	19	1.1
L & M	100 mm, filter	19	1.1
Domino	king size, non-filter	24	1.1
L & M	king size, filter	19	1.1
Alpine	king size, filter, menthol	19	1.1
Mapleton	reg. size, non-filter	27	1.1
Newport	king size, filter, menthol	19	1.1
Tareyton	100 mm, filter	18	1.2
Kent	100 mm, filter	19	1.2
Spring	100 mm, filter, menthol	21	1.2
Virginia Slims	100 mm, filter, menthol	18	1.2
Old Gold Filter	king size, filter	20	1.2
L & M	100 mm, filter, menthol	19	1.2
Raleigh	king size, filter	17	1.2
Viceroy	king size, filter	17	1.2
Old Gold Straights	reg. size, non-filter	21	1.2
Virginia Slims	100 mm, filter	16	1.2
Raleigh	100 mm, filter	18	1.2

[1] Tar dry (tar) - milligrams total particulate matter less nicotine and water
[2] Limited availability based on release as plug from Washington, D.C. only

1005045838

Source: https://www.industrydocuments.ucsf.edu/docs/rplk0000

Tar[1] and Nicotine Content of One Hundred-eighteen (118) Varieties of Domestic Cigarettes
(shown in increasing order of nicotine values)

Brand	Type	Tar (mg/cig)	Nicotine (mg/cig)
DuMaurier	king size, filter, (hard pack)	18	1.3
Marlboro	king size, filter, (hard pack)	19	1.3
Pall Mall	100 mm, filter, menthol	16	1.3
Winston	king size, filter	20	1.3
Century	100 mm, filter	20	1.3
Pall Mall	95 mm, filter, (hard pack)	19	1.3
Pall Mall	100 mm, filter	19	1.3
Camel	king size, filter	20	1.3
Winston	king size, filter, (hard pack)	20	1.3
Marlboro	king size, filter	20	1.3
Kool	reg. size, non-filter, menthol	20	1.3
Newport	100 mm, filter, menthol	21	1.3
Marlboro	king size, filter, menthol	20	1.3
Kool	king size, filter, menthol	17	1.3
Lucky Filters	king size, filter	20	1.3
Belair	king size, filter, menthol	18	1.4
Salem	king size, filter, menthol	20	1.4
Belair	100 mm, filter, menthol	19	1.4
Benson & Hedges	100 mm, filter, menthol	21	1.4
Piedmont	reg. size, non-filter	24	1.4
Benson & Hedges	100 mm, filter	20	1.4
Benson & Hedges	reg. size, filter, (hard pack)	19	1.4
Lucky Filters	100 mm, filter	20	1.4
Chesterfield	reg. size, non-filter	25	1.4
Galaxy	king size, filter	21	1.4
Viceroy	100 mm, filter	20	1.4
Marlboro	100 mm, filter, (hard pack)	21	1.4
Chesterfield	king size, filter	21	1.4
Winston	100 mm, filter	21	1.4
Benson & Hedges	king size, filter, (hard pack)	20	1.4
Kool	100 mm, filter, menthol	20	1.5
Real Fun	reg. size, non-filter	20	1.5
Philip Morris	reg. size, non-filter	23	1.5
Salem	100 mm, filter, menthol	21	1.5
Chesterfield	100 mm, filter	21	1.5
Old Gold Filter	100 mm, filter	24	1.5
Marlboro	100 mm, filter	21	1.5
Winston	100 mm, filter, menthol	22	1.5
Camel	reg. size, non-filter	25	1.5
Picayune	reg. size, non-filter	21	1.5
Old Gold Straights	king size, non-filter	27	1.6
Lucky Strike	reg. size, non-filter	28	1.6
Half & Half	king size, filter	23	1.6
Herbert Tareyton	king size, non-filter	27	1.6
Raleigh	king size, non-filter	26	1.6
Chesterfield	king size, non-filter	29	1.7
Bull Durham	king size, filter	28	1.7
Pall Mall	king size, non-filter	28	1.8
Fatima	king size, non-filter	31	1.8
Philip Morris Commander	king size, non-filter	29	1.9
English Ovals	reg. size, non-filter, (hard pack)	26	1.9
Players	reg. size, non-filter, (hard pack)	31	2.1
English Ovals	king size, non-filter, (hard pack)	29	2.2

[1] TPM dry (tar) - milligrams total particulate matter less nicotine and water

1005045839

Source: https://www.industrydocuments.ucsf.edu/docs/rplk0000

Listing of "Tar"[1] Values for Five (5) Testing Periods

Brand	Type	Oct., 1968	Feb., 1969	July, 1969	Nov., 1969	May, 1970
Alpine	king size, filter, menthol	20	20	20	19	19
Belair	king size, filter, menthol	19	19	19	18	18
Belair	100 mm, filter, menthol	*	*	*	*	19
Benson & Hedges	reg. size, filter, (hard pack)	21	20	20	20	19
Benson & Hedges	king size, filter, (hard pack)	20	21	20	20	20
Benson & Hedges	100 mm, filter	21	21	21	20	20
Benson & Hedges	100 mm, filter, menthol	21	21	22	21	21
Bull Durham	king size, filter	30	29	29	29	28
Camel	reg. size, non-filter	26	26	25	25	25
Camel	king size, filter	21	21	21	21	20
Carlton	reg. size, filter	*	*	*	*	2
Carlton	king size, filter	4	5	4	5	4
Cascade	king size, filter, menthol	7	8	*	*	*
Century	100 mm, filter	24	23	22	21	20
Chesterfield	reg. size, non-filter	25	25	25	24	25
Chesterfield	king size, non-filter	30	29	30	29	29
Chesterfield	king size, filter	22	23	22	21	21
Chesterfield	king size, filter, menthol	21	21	20	19	19
Chesterfield	101 mm, filter	21	21	20	21	21
Colony	100 mm, filter	28	29	*	*	*
Colony	100 mm, filter, menthol	26	26	*	*	*
Domino	king size, non-filter	26	25	26	25	24
Domino	king size, filter	21	22	21	21	21
Domino	king size, filter, menthol	14	14	16	16	18
Doral	king size, filter	*	*	*	15	14
Doral	king size, filter, menthol	*	*	*	14	14
Duke of Durham	king size, filter	11	10	10	10	10
Dutchmaster	king size, filter, (hard pack)	19	18	18	18	18
English Ovals	reg. size, non-filter, (hard pack)	28	27	28	28	26
English Ovals	king size, non-filter, (hard pack)	36	36	35	31	29
Fatima	king size, non-filter	33	33	32	32	31
Frappe	king size, filter, menthol	8	10	11	10	10
Galaxy	king size, filter	21	21	21	20	21
Gauloises Caporal	reg. size, non-filter	25	25	26	24	22
Gauloises Disque Bleu	reg. size, filter	22	23	21	21	20
Half & Half	king size, filter	25	24	23	22	23
Helmar	king size, filter, (hard pack)	25	25	*	*	*
Herbert Tareyton	king size, non-filter	31	31	29	27	27
Holiday	king size, non-filter	34	35	32	31	*
Holiday	king size, filter	26	27	25	25	*
Home Run	reg. size, non-filter	21	20	20	19	20
Kent	reg. size, filter	15	12	10	10	10
Kent	king size, filter, (hard pack)	17	18	17	17	16
Kent	king size, filter	17	17	17	16	16
Kent	100 mm, filter	19	20	18	19	19
King Sano	king size, filter	7	7	7	7	5
King Sano	king size, filter, menthol	10	8	8	7	7
Kool	reg. size, non-filter, menthol	23	22	21	21	20
Kool	king size, filter, menthol	19	19	19	18	17
Kool	100 mm, filter, menthol	20	21	21	20	20
Lark	king size, filter	18	18	18	17	17
Lark	100 mm, filter	*	19	19	18	18
Life	king size, filter	11	11	11	11	10
L & M	reg. size, filter	17	18	18	17	17
L & M	king size, filter, (hard pack)	18	19	18	18	18
L & M	king size, filter	19	20	20	19	19
L & M	100 mm, filter	21	20	19	19	19
L & M	100 mm, filter, menthol	20	20	20	19	19
Lucky Strike	reg. size, non-filter	28	29	28	28	28
Lucky Filters	king size, filter	22	21	22	21	20
Lucky Filters	king size, filter, menthol	20	20	20	*	*
Lucky Filters	100 mm, filter	21	21	21	20	20
Lucky Filters	100 mm, filter, menthol	19	19	18	*	*
Mapleton	reg. size, non-filter	23	24	24	26	27
Mapleton	king size, filter	21	21	22	22	22
Marlboro	king size, filter, (hard pack)	20	21	20	19	19
Marlboro	king size, filter	21	22	21	20	20
Marlboro	king size, filter, menthol	20	21	21	21	20
Marlboro	100 mm, filter	22	23	22	21	21
Marlboro	100 mm, filter, (hard pack)	22	22	21	21	21

[1] TPM dry (tar) - milligrams total particulate matter less nicotine and water

* Denotes varieties not available during market sampling

100504584O

Source: https://www.industrydocuments.ucsf.edu/docs/rplk0000

Listing of "Tar"[1] Values for Five (5) Testing Periods

Brand	Type	Oct., 1968	Feb., 1969	July, 1969	Nov., 1970	May, 1971
Marvels	reg. size, non-filter	19	19	18	20	17
Marvels	reg. size, filter	4	4	3	4	3
Marvels	king size, non-filter	23	25	24	24	23
Marvels	king size, filter	7	7	6	6	5
Marvels	king size, filter, menthol	6	5	5	4	4
Montclair	king size, filter, menthol	9	11	9	9	11
Multifilter	king size, filter, (plastic box)	*	*	*	*	16
Multifilter	king size, filter, menthol	*	*	*	*	13
Newport	king size, filter, menthol, (hard pack)	21	21	20	19	19
Newport	king size, filter, menthol	21	21	21	20	19
Newport	100 mm, filter, menthol	22	21	22	21	21
Oasis	king size, filter, menthol	20	21	19	19	18
Old Gold Straights	reg. size, non-filter	23	23	23	22	21
Old Gold Straights	king size, non-filter	29	29	28	27	27
Old Gold Filter	king size, filter	21	21	21	20	20
Old Gold Filter	100 mm, filter	*	*	*	24	24
Omar	reg. size, non-filter	30	30	*	*	*
Pall Mall	king size, non-filter	25	29	28	25	28
Pall Mall	95 mm, filter, (hard pack)	19	19	19	19	18
Pall Mall	95 mm, filter, menthol, (hard pack)	19	19	18	17	17
Pall Mall	100 mm, filter	20	20	19	19	19
Pall Mall	100 mm, filter, menthol	19	19	17	18	18
Parliament	king size, filter, (hard pack)	16	16	16	16	16
Parliament	king size, filter	16	17	16	16	16
Philip Morris	reg. size, non-filter	25	25	25	24	23
Philip Morris Commander	king size, non-filter	31	32	30	29	29
Philip Morris	king size, filter	19	19	19	19	*
Philip Morris	king size, filter, menthol	20	20	20	15	*
Picayune	reg. size, non-filter	19	21	21	20	21
Piedmont	reg. size, non-filter	26	25	25	24	24
Players	reg. size, non-filter, (hard pack)	31	32	32	31	31
Raleigh	king size, non-filter	30	30	28	25	26
Raleigh	king size, filter	19	19	19	18	17
Raleigh	100 mm, filter	*	*	*	*	18
Salem	king size, filter, menthol	21	21	20	20	20
Salem	100 mm, filter, menthol	22	22	21	21	21
Sano	reg. size, non-filter	17	17	14	14	15
Sano	reg. size, filter	*	4	4	*	4
Silva Thins	100 mm, filter	15	15	15	16	16
Silva Thins	100 mm, filter, menthol	*	15	16	16	16
Spring	100 mm, filter, menthol	20	21	21	21	21
Stratford	king size, non-filter	24	26	25	24	23
Stratford	king size, filter	19	20	19	18	19
Stratford	king size, filter, menthol	19	21	21	19	19
Sweet Caporal	king size, filter	23	23	*	*	*
Tareyton	king size, filter	17	18	17	16	17
Tareyton	100 mm, filter	18	18	16	17	18
Tempo	king size, filter	17	14	13	12	12
True	king size, filter	13	13	12	13	13
True	king size, filter, menthol	13	13	12	12	12
Tryon	king size, filter	13	12	*	12	*
Tryon	king size, filter, menthol	11	11	11	11	*
Viceroy	king size, filter	18	20	19	18	17
Viceroy	100 mm, filter	19	21	20	19	20
Virginia Slims	100 mm, filter	*	18	18	18	18
Virginia Slims	100 mm, filter, menthol	*	19	18	18	18
Vogue (black)	king size, filter, (hard pack)	19	20	18	20	22
Vogue (colors)	king size, filter, (hard pack)	12	13	13	13	16
Winge	king size, filter	21	20	*	*	*
Winston	king size, filter, (hard pack)	21	22	21	21	20
Winston	king size, filter	21	21	21	21	20
Winston	100 mm, filter	22	22	21	21	21
Winston	100 mm, filter, menthol	22	22	21	21	22
Winston	100 mm, filter, (hard pack)	21	*	*	*	*
Yukon	king size, filter, menthol	20	20	20	20	*

[1] TAR dry (tar) - milligrams total particulate matter less nicotine and water

* Denotes varieties not available during market sampling

1005045841

Source: https://www.industrydocuments.ucsf.edu/docs/rplk0000

Listing of Nicotine Values for Five (5) Testing Periods

Brand	Type	Oct., 1968	Feb., 1969	July 1969	Nov., 1969	May 1970
Alpine	king size, filter, menthol	1.2	1.3	1.3	1.3	1.1
Belair	king size, filter, menthol	1.5	1.6	1.5	1.5	1.5
Belair	100 mm, filter, menthol	*	*	*	*	1.4
Benson & Hedges	reg. size, filter, (hard pack)	1.3	1.4	1.4	1.4	1.4
Benson & Hedges	king size, filter, (hard pack)	1.4	1.5	1.5	1.5	1.4
Benson & Hedges	100 mm, filter	1.3	1.5	1.5	1.4	1.4
Benson & Hedges	100 mm, filter, menthol	1.4	1.5	1.5	1.4	1.4
Bull Luther	king size, filter	1.7	1.9	1.9	1.8	1.7
Camel	reg. size, non-filter	1.4	1.6	1.6	1.6	1.5
Camel	king size, filter	1.3	1.3	1.4	1.4	1.3
Carlton	reg. size, filter	*	*	*	*	0.2
Carlton	king size, filter	0.3	0.4	0.3	0.4	0.3
Cascade	king size, filter, menthol	0.2	0.3	*	*	*
Century	100 mm, filter	1.4	1.5	1.4	1.3	1.3
Chesterfield	reg. size, non-filter	1.2	1.4	1.4	1.3	1.4
Chesterfield	king size, non-filter	1.5	1.6	1.7	1.6	1.7
Chesterfield	king size, filter	1.3	1.5	1.5	1.4	1.4
Chesterfield	king size, filter, menthol	1.2	1.2	1.2	1.1	1.1
Chesterfield	101 mm, filter	1.2	1.3	1.3	1.5	1.5
Colony	100 mm, filter	1.6	1.8	*	*	*
Colony	100 mm, filter, menthol	1.3	1.4	*	*	*
Domino	king size, non-filter	1.0	1.1	1.2	1.1	1.1
Domino	king size, filter	0.8	1.0	1.0	1.0	1.0
Domino	king size, filter, menthol	0.7	0.7	0.9	0.9	1.0
Doral	king size, filter	*	*	*	1.0	0.5
Doral	king size, filter, menthol	*	*	*	1.0	1.0
Duke of Durham	king size, filter	0.4	0.4	0.4	0.4	0.3
DuMaurier	king size, filter, (hard pack)	1.3	1.5	1.4	1.4	1.3
English Ovals	reg. size, non-filter, (hard pack)	1.8	1.9	2.1	2.1	1.9
English Ovals	king size, non-filter, (hard pack)	2.3	2.6	2.7	2.5	2.2
Fatima	king size, non-filter	1.8	1.9	1.9	1.9	1.8
Frappe	king size, filter, menthol	0.3	0.3	0.4	0.4	0.4
Galaxy	king size, filter	1.4	1.5	1.5	1.5	1.4
Goulaises Caporal	reg. size, non-filter	1.2	1.3	1.3	1.2	1.1
Goulaises Bleue Bleu	reg. size, filter	1.1	1.3	1.2	1.2	1.1
Half & Half	king size, filter	1.7	1.7	1.6	1.5	1.6
Helmar	king size, filter, (hard pack)	1.5	1.5	*	*	*
Herbert Tareyton	king size, non-filter	1.7	1.8	1.7	1.6	1.6
Holiday	king size, non-filter	1.9	2.1	2.2	1.9	*
Holiday	king size, filter	1.6	1.7	1.8	1.6	*
Home Run	reg. size, non-filter	1.5	1.7	1.6	1.5	1.5
Kent	reg. size, filter	0.8	0.7	0.6	0.6	0.5
Kent	king size, filter, (hard pack)	1.0	1.1	1.1	1.1	1.0
Kent	king size, filter	1.0	1.1	1.1	1.0	1.0
Kent	100 mm, filter	1.2	1.3	1.2	1.2	1.2
King Sano	king size, filter	0.2	0.3	0.3	0.2	0.2
King Sano	king size, filter, menthol	0.3	0.3	0.3	0.2	0.2
Kool	reg. size, non-filter, menthol	1.7	1.6	1.7	1.5	1.3
Kool	king size, filter, menthol	1.4	1.6	1.6	1.5	1.3
Kool	100 mm, filter, menthol	1.5	1.6	1.7	1.5	1.5
Lark	king size, filter	1.0	1.2	1.1	1.1	1.0
Lark	100 mm, filter	*	1.3	1.3	1.1	1.1
Life	king size, filter	0.7	0.7	0.7	0.7	0.6
L & M	reg. size, filter	0.9	1.0	1.0	1.0	0.9
L & M	king size, filter, (hard pack)	1.0	1.1	1.1	1.1	1.0
L & M	king size, filter	1.1	1.2	1.2	1.1	1.1
L & M	100 mm, filter	1.2	1.2	1.2	1.1	1.1
L & M	100 mm, filter, menthol	1.2	1.3	1.3	1.2	1.2
Lucky Strike	reg. size, non-filter	1.5	1.7	1.6	1.6	1.6
Lucky Filters	king size, filter	1.2	1.4	1.4	1.4	1.3
Lucky Filters	king size, filter, menthol	1.1	1.1	1.2	*	*
Lucky Filters	100 mm, filter	1.2	1.4	1.4	1.4	1.4
Lucky Filters	100 mm, filter, menthol	1.0	1.1	1.1	*	*
Mapleton	reg. size, non-filter	0.8	0.9	0.9	1.1	1.1
Mapleton	king size, filter	0.8	0.9	1.0	1.0	1.0
Marlboro	king size, filter, (hard pack)	1.4	1.4	1.4	1.3	1.3
Marlboro	king size, filter	1.4	1.5	1.4	1.4	1.3
Marlboro	king size, filter, menthol	1.3	1.4	1.4	1.4	1.3
Marlboro	100 mm, filter	1.5	1.6	1.6	1.5	1.5
Marlboro	100 mm, filter, (hard pack)	1.5	1.5	1.6	1.5	1.4

* Denotes varieties not available during market sampling

100504842

Source: https://www.industrydocuments.ucsf.edu/docs/rplk0000

Listing of Nicotine Values for Five (5) Testing Periods

Brand	Type	Oct., 1968	Feb., 1969	July, 1969	Nov., 1969	May, 1970
Marvels	reg. size, non-filter	0.6	0.7	0.6	0.7	0.6
Marvels	reg. size, filter	0.1	0.1	0.1	0.1	0.1
Marvels	king size, non-filter	0.8	0.9	0.9	0.9	0.8
Marvels	king size, filter	0.3	0.3	0.2	0.2	0.2
Marvels	king size, filter, menthol	0.2	0.2	0.2	0.2	0.2
Montclair	king size, filter, menthol	0.6	0.7	0.7	0.7	0.8
Multifilter	king size, filter, (plastic box)	*	*	*	*	1.0
Multifilter	king size, filter, menthol	*	*	*	*	0.9
Newport	king size, filter, menthol, (hard pack)	1.3	1.4	1.3	1.2	1.1
Newport	king size, filter, menthol	1.4	1.3	1.3	1.2	1.1
Newport	100 mm, filter, menthol	1.4	1.4	1.4	1.3	1.3
Oasis	king size, filter, menthol	1.1	1.2	1.2	1.1	1.0
Old Gold Straights	reg. size, non-filter	1.3	1.4	1.4	1.3	1.2
Old Gold Straights	king size, non-filter	1.7	1.8	1.8	1.6	1.6
Old Gold Filters	king size, filter	1.2	1.2	1.3	1.2	1.2
Old Gold Filters	100 mm, filter	*	*	*	1.5	1.5
Omar	reg. size, non-filter	1.6	1.7	*	*	*
Pall Mall	king size, non-filter	1.6	1.7	1.7	1.8	1.8
Pall Mall	95 mm, filter, (hard pack)	1.2	1.2	1.3	1.2	1.3
Pall Mall	95 mm, filter, menthol, (hard pack)	1.1	1.1	1.2	1.1	1.1
Pall Mall	100 mm, filter	1.3	1.3	1.3	1.3	1.3
Pall Mall	100 mm, filter, menthol	1.2	1.2	1.2	1.2	1.3
Parliament	king size, filter, (hard pack)	1.0	1.1	1.1	1.0	1.0
Parliament	king size, filter	1.1	1.1	1.1	1.1	1.0
Philip Morris	reg. size, non-filter	1.6	1.6	1.6	1.6	1.5
Philip Morris Commander	king size, non-filter	2.0	2.1	2.0	1.9	1.9
Philip Morris	king size, filter	1.3	1.4	1.4	1.4	*
Philip Morris	king size, filter, menthol	1.3	1.5	1.5	1.1	*
Picayune	reg. size, non-filter	1.5	1.7	1.8	1.6	1.5
Piedmont	reg. size, non-filter	1.4	1.4	1.5	1.4	1.4
Players	reg. size, non-filter, (hard pack)	1.8	2.0	2.1	2.1	2.1
Raleigh	king size, non-filter	2.1	2.2	2.1	1.7	1.6
Raleigh	king size, filter	1.4	1.5	1.5	1.3	1.2
Raleigh	100 mm, filter	*	*	*	*	1.2
Salem	king size, filter, menthol	1.4	1.4	1.4	1.4	1.4
Salem	100 mm, filter, menthol	1.5	1.5	1.5	1.5	1.5
Sano	reg. size, non-filter	0.5	0.5	0.5	0.5	0.5
Sano	reg. size, filter	*	0.2	0.2	*	0.1
Silva Thins	100 mm, filter	0.9	0.9	0.9	0.9	1.0
Silva Thins	100 mm, filter, menthol	*	0.9	0.9	1.0	1.0
Spring	100 mm, filter, menthol	1.1	1.2	1.2	1.2	1.2
Stratford	king size, non-filter	0.8	1.1	1.0	1.0	0.9
Stratford	king size, filter	0.7	0.7	0.7	0.7	0.7
Stratford	king size, filter, menthol	0.7	0.8	0.8	0.8	0.8
Sweet Caporal	king size, filter	1.3	1.4	*	*	*
Tareyton	king size, filter	1.1	1.1	1.0	1.0	1.1
Tareyton	100 mm, filter	1.0	1.1	1.0	1.1	1.2
Tempo	king size, filter	0.8	0.8	0.8	0.8	0.9
True	king size, filter	0.7	0.7	0.7	0.7	0.7
True	king size, filter, menthol	0.7	0.7	0.6	0.7	0.6
Tryon	king size, filter	0.9	0.9	*	0.9	*
Tryon	king size, filter, menthol	0.7	0.8	0.8	0.7	*
Viceroy	king size, filter	1.4	1.5	1.5	1.3	1.2
Viceroy	100 mm, filter	1.5	1.5	1.6	1.5	1.4
Virginia Slims	100 mm, filter	*	1.3	1.3	1.2	1.2
Virginia Slims	100 mm, filter, menthol	*	1.4	1.3	1.2	1.2
Vogue (black)	king size, filter, (hard pack)	0.6	0.6	0.6	0.7	0.7
Vogue (colors)	king size, filter, (hard pack)	0.4	0.4	0.4	0.5	0.5
Winge	king size, filter	1.6	1.5	*	*	*
Winston	king size, filter, (hard pack)	1.3	1.4	1.3	1.4	1.3
Winston	king size, filter	1.3	1.3	1.4	1.4	1.3
Winston	100 mm, filter	1.5	1.6	1.5	1.5	1.4
Winston	100 mm, filter, menthol	1.5	1.6	1.5	1.5	1.5
Winston	100 mm, filter, (hard pack)	1.5	*	*	*	*
Yukon	king size, filter, menthol	0.8	0.8	0.8	0.9	*

* Denotes varieties not available during market sampling

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Source: https://www.industrydocuments.ucsf.edu/docs/rplk0000

REPORT OF "TAR" AND NICOTINE CONTENT OF
THE SMOKE OF 120 VARIETIES OF CIGARETTES
OCTOBER 21, 1970

The Federal Trade Commission's laboratory has determined the "tar" (dry particulate matter) and total alkaloid (reported as nicotine) content of 120 varieties of cigarettes. The laboratory utilized the Cambridge filter method with the following specifications as set forth in the Commission's announcement of July 31, 1967:

1. Smoke cigarettes to a 23 mm. butt length, or to the length of the filter and overwrap plus 3 mm. if in excess of 23 mm.,

2. Base results on a test of 100 cigarettes per brand, or type,

3. Cigarettes to be tested will be selected on a random basis, as opposed to "weight selection",

4. Determine particulate matter on a "dry" basis employing the gas chromatography method published by C. H. Sloan and B. J. Sublett in Tobacco Science 9, page 70, 1965, as modified by F. J. Schultz' and A. W. Spears' report published in Tobacco Vol. 162, No. 24, page 32, dated June 17, 1966, to determine the moisture content,

5. Determine and report the "tar" content after subtracting moisture and alkaloids (as nicotine) from particulate matter.

Concerning the 120 varieties tested, 29 were capable of being smoked to 23 mm. or to an average range of between 23 and 24 mm. The butt lengths of the other 91 varieties tested ranged from 23 mm. to an average of between 37.2 and 40.3 mm. The butt lengths of 40 of the 120 varieties tested exceeded 30 mm.

The samples used were obtained by attempting to purchase two packages of each variety of cigarettes during May of 1970 and June of 1970 in each of 50 geographic locations throughout the country. All varieties of cigarettes were not available in each of the 50 geographic locations and in these instances, one or more additional packages of cigarettes were purchased in those geographic locations where the respective varieties were available. The samples utilized in the tests were representative of the 120 varieties of cigarettes as available throughout the country at the time of purchase.

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Source: https://www.industrydocuments.ucsf.edu/docs/rplk0000

In the Table listing the cigarette varieties in alphabetical order the "tar" content is reported to the nearest 1/10 milligram and the nicotine to the nearest 1/100 milligram, each with appropriate statistical values. The average weight is reported in grams per cigarette and the butt length range to the nearest 1/10 millimeter. In all other tables the average weight and butt length columns and the figures representing the standard deviation of the mean have been eliminated; the "tar" figures have been rounded off to whole numbers and nicotine figures to tenths of milligrams. Two tables respectively list varieties in increasing order of "tar" values and in increasing order of nicotine values, the other two lists tabulate the current and four previous tests. Accordingly, "tar" and nicotine figures in these tables and lists represent rounded off averages without indication of their precision.

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Source: https://www.industrydocuments.ucsf.edu/docs/rplk0000

Name	Type[1]		Average weight[2]	Butt length[3]	TPM dry[4]	Nicotine[5]
Alpine	F, M, SP	85 mm	1.0444	26.5 - 29.4 mm	18.5 ± 0.4	1.17 ± 0.02
Belair	F, M, SP	85 mm	0.9510	27 - 29 mm	16.4 ± 0.5	1.20 ± 0.04
Belair	F, M, SP	100 mm	1.1596	32.2 - 33.8 mm	18.3 ± 0.3	1.33 ± 0.03
Benson & Hedges	F, HP	70 mm	0.8554	23 mm	18.7 ± 0.4	1.35 ± 0.03
Benson & Hedges	F, HP	85 mm	1.0573	26.4 - 27.7 mm	20.0 ± 0.5	1.44 ± 0.02
Benson & Hedges	F, SP	100 mm	1.2104	34 - 36 mm	20.2 ± 0.4	1.35 ± 0.03
Benson & Hedges	F, M, SP	100 mm	1.2318	34 - 37 mm	21.1 ± 0.4	1.41 ± 0.02
Bull Durham	F, SP	85 mm	1.0496	26 - 29 mm	28.4 ± 0.4	1.75 ± 0.02
Camel	NF, SP	70 mm	0.9511	23 mm	23.5 ± 0.5	1.48 ± 0.03
Camel	F, SP	85 mm	1.0448	26 - 27.6 mm	19.5 ± 0.4	1.22 ± 0.02
Carlton[6]	F, SP	70 mm	0.8470	32 - 33.5 mm	1.6 ± 0.2	0.16 ± 0.02
Carlton	F, SP	85 mm	1.0522	31.4 - 34.7 mm	3.6 ± 0.3	0.30 ± 0.03
Century	F, SP	100 mm	1.2589	31 - 35.1 mm	20.9 ± 0.5	1.31 ± 0.02
Chesterfield	NF, SP	70 mm	0.9563	23 mm	24.1 ± 0.5	1.39 ± 0.02
Chesterfield	NF, SP	85 mm	1.1533	23 mm	28.1 ± 0.4	1.70 ± 0.03
Chesterfield	F, SP	85 mm	1.0628	26 - 28 mm	20.2 ± 0.4	1.39 ± 0.03
Chesterfield	F, M, SP	85 mm	1.0537	26 - 29 mm	18.4 ± 0.6	1.08 ± 0.04
Chesterfield	F, SP	101 mm	1.2565	29 - 32 mm	29.0 ± 0.5	1.40 ± 0.03
Domino	NF, SP	85 mm	1.2662	23 mm	25.2 ± 0.6	1.21 ± 0.04
Domino	F, SP	85 mm	1.1708	23.8 - 24.4 mm	21.7 ± 0.6	1.03 ± 0.04
Domino	F, M, SP	85 mm	1.1852	23 - 26 mm	17.7 ± 0.6	0.93 ± 0.03
Doral	F, SP	85 mm	1.1915	32 - 34 mm	13.9 ± 0.4	0.93 ± 0.04
Doral	F, M, SP	85 mm	1.1631	31 - 34.3 mm	13.2 ± 0.5	0.99 ± 0.03
Duke	F, SP	85 mm	1.1641	31.8 - 34.9 mm	9.5 ± 0.3	0.74 ± 0.02
DuMaurier	F, HP	85 mm	1.0505	26.9 - 29 mm	18.0 ± 0.3	1.27 ± 0.03
Edgeworth Export	F, HP	85 mm	1.0923	26.5 - 28 mm	18.0 ± 0.5	1.18 ± 0.04
Edgeworth Export	F, SP	100 mm	1.2731	31.9 - 33.1 mm	19.6 ± 0.5	1.33 ± 0.03
English Ovals	NF, HP	70 mm	1.0069	23 mm	24.1 ± 0.6	1.75 ± 0.04
English Ovals	NF, HP	85 mm	1.2491	23 mm	28.5 ± 0.4	2.16 ± 0.03
Fatima	NF, SP	85 mm	1.1966	23 mm	30.9 ± 0.6	1.64 ± 0.04
Frappe	F, M, SP	85 mm	1.1305	26.8 - 28.4 mm	8.5 ± 0.3	0.29 ± 0.01
Galaxy	F, SP	85 mm	1.1802	27.2 - 29.9 mm	20.4 ± 0.4	1.49 ± 0.03
Gauloises Caporal	NF, SP	70 mm	1.0016	23 mm	20.0 ± 0.3	0.94 ± 0.02
Gauloises Disque Bleu	F, SP	70 mm	1.0040	23 mm	17.3 ± 0.6	0.86 ± 0.03
Half & Half	F, SP	85 mm	1.1789	26 - 29 mm	23.2 ± 0.5	1.57 ± 0.03
Herbert Tareyton	NF, SP	85 mm	1.1438	23 mm	27.6 ± 0.4	1.66 ± 0.03
Home Run	NF, SP	70 mm	0.9126	23 mm	18.4 ± 0.5	1.31 ± 0.03
Kent	F, SP	70 mm	0.9267	25.5 - 28 mm	9.3 ± 0.3	0.54 ± 0.01
Kent	F, HP	80 mm	1.0059	26 - 29 mm	16.4 ± 0.4	0.93 ± 0.02
Kent	F, SP	85 mm	1.0548	26.6 - 29.5 mm	16.2 ± 0.3	0.92 ± 0.03
Kent	F, SP	100 mm	1.2375	31.5 - 34 mm	19.2 ± 0.3	1.15 ± 0.02
King Sano	F, SP	85 mm	1.1681	27 - 29 mm	5.8 ± 0.1	0.22 ± 0.01
King Sano	F, M, SP	85 mm	1.1727	27 - 29 mm	6.3 ± 0.2	0.24 ± 0.01
Kool	NF, M, SP	70 mm	0.9116	23 mm	20.6 ± 0.5	1.38 ± 0.04
Kool	F, M, SP	85 mm	0.9964	27 - 30 mm	17.9 ± 0.3	1.39 ± 0.02
Kool	F, M, SP	100 mm	1.1499	32 - 34 mm	18.7 ± 0.4	1.33 ± 0.03
L & M	F, SP	70 mm	0.8886	23 - 25.5 mm	16.7 ± 0.5	0.93 ± 0.02
L & M	F, HP	80 mm	0.9701	26.3 - 27.7 mm	17.5 ± 0.4	1.03 ± 0.03
L & M	F, SP	85 mm	1.0420	26 - 29 mm	18.4 ± 0.4	1.12 ± 0.02
L & M	F, SP	100 mm	1.2438	29 - 31 mm	18.8 ± 0.4	1.16 ± 0.03
L & M	F, M, SP	100 mm	1.2370	28.5 - 31.5 mm	19.9 ± 0.4	1.19 ± 0.03
Lark	F, SP	85 mm	1.1757	27 - 29 mm	17.1 ± 0.4	1.05 ± 0.02
Lark	F, SP	100 mm	1.3036	30 - 32 mm	18.1 ± 0.5	1.12 ± 0.04
Life	F, SP	85 mm	1.0386	31 - 34 mm	10.6 ± 0.3	0.72 ± 0.02
Lucky Strike	NF, SP	70 mm	0.9655	23 mm	27.0 ± 0.5	1.57 ± 0.02
Lucky Filters	F, SP	85 mm	1.0560	27 - 29 mm	20.4 ± 0.5	1.46 ± 0.03
Lucky Filters	F, SP	100 mm	1.2055	32 - 34 mm	20.2 ± 0.5	1.41 ± 0.03
Mapleton	NF, SP	70 mm	1.0053	23 mm	24.7 ± 0.5	1.03 ± 0.03
Mapleton	F, SP	85 mm	1.1087	27.5 - 29.5 mm	21.6 ± 0.4	0.95 ± 0.03
Marlboro	F, HP	80 mm	1.0158	25.2 - 26.5 mm	18.8 ± 0.4	1.23 ± 0.03
Marlboro	F, SP	85 mm	1.0683	28 - 29 mm	19.9 ± 0.4	1.30 ± 0.03
Marlboro	F, M, SP	85 mm	1.0780	27 - 29 mm	19.4 ± 0.3	1.27 ± 0.03
Marlboro	F, HP	100 mm	1.1609	33 - 34 mm	21.2 ± 0.4	1.41 ± 0.03
Marlboro	F, SP	100 mm	1.2049	32 - 34 mm	22.1 ± 0.4	1.51 ± 0.04

1 F- filter; NF- non-filter; M- menthol; HP- hard pack; SP- soft pack; HWP- hard wide pack; mm- millimeter; PB- plastic box

2 average weight reported in grams

3 range used for butt length because of variance of overwrap

4 TPM dry (tar)- milligrams total particulate matter less nicotine and water

5 milligrams total alkaloids reported as nicotine

6 limited availability based on reduced sampling from Washington, D.C. only

7 cigarettes with and without perforations smoked together

8 cigarettes marketed with filters of different lengths

* tolerance shown is two (2) standard deviation of the mean

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Source: https://www.industrydocuments.ucsf.edu/docs/rplk0000

"Tar"[4] and Nicotine[5] Content of One Hundred Twenty (120) Varieties of Domestic Cigarettes

Name	Type[1]		Average weight[2]	Butt length[3]	TPM dry[4] *	Nicotine[5] *
Marvels	NF, SP	70 mm	0.9845	23 mm	17.3 ± 0.5	0.97 ± 0.02
Marvels	F, SP	70 mm	0.949-	27 - 29 mm	3.1 ± 0.4	0.11 ± 0.01
Marvels	NF, SP	85 mm	1.2281	23 mm	22.7 ± 0.6	0.77 ± 0.02
Marvels	F, SP	85 mm	1.1465	27 - 29 mm	5.3 ± 0.3	0.21 ± 0.01
Marvels	F, M, SP	85 mm	1.1250	27.5 - 29.2 mm	4.1 ± 0.3	0.16 ± 0.01
Montclair[7]	F, M, SP	85 mm	1.0426	26 - 28 mm	12.5 ± 0.5	0.92 ± 0.03
Multifilter[7]	F, PB	85 mm	1.2346	29 - 34.3 mm	14.5 ± 0.4	1.02 ± 0.02
Multifilter[7]	F, M, PB	85 mm	1.2054	28 - 34 mm	12.0 ± 0.9	0.85 ± 0.06
Newport	F, M, HP	80 mm	0.9040	23 - 25 mm	18.5 ± 0.4	1.07 ± 0.02
Newport	F, M, SP	85 mm	1.0360	26 - 28 mm	19.7 ± 0.3	1.11 ± 0.03
Newport	F, M, SP	100 mm	1.2315	32 - 34 mm	20.9 ± 0.5	1.26 ± 0.03
Oasis	F, M, SP	85 mm	1.0537	26 - 28 mm	17.9 ± 0.4	1.04 ± 0.03
Old Gold Straights	NF, SP	70 mm	0.9078	23 mm	21.7 ± 0.4	1.25 ± 0.03
Old Gold Straights	NF, SP	85 mm	1.1079	23 mm	27.1 ± 0.7	1.60 ± 0.04
Old Gold Filter	F, SP	85 mm	1.0516	27 - 28 mm	19.3 ± 0.5	1.15 ± 0.04
Old Gold Filter	F, SP	100 mm	1.2295	32 - 34 mm	23.7 ± 0.4	1.46 ± 0.03
Pall Mall	NF, SP	85 mm	1.1346	23 mm	26.0 ± 0.3	1.72 ± 0.03
Pall Mall	F, HWP	95 mm	1.1036	31.8 - 34.2 mm	18.6 ± 0.5	1.33 ± 0.04
Pall Mall	F, M, HWP	95 mm	1.0699	31.5 - 34 mm	16.7 ± 0.4	1.19 ± 0.04
Pall Mall	F, SP	100 mm	1.1810	31.5 - 34 mm	19.5 ± 0.4	1.36 ± 0.03
Pall Mall	F, M, SP	100 mm	1.1471	32 - 34 mm	18.0 ± 0.4	1.29 ± 0.05
Parliament	F, HP	80 mm	1.0377	30.4 - 31.5 mm	15.7 ± 0.4	1.01 ± 0.02
Parliament	F, SP	85 mm	1.1082	32 - 35 mm	15.8 ± 0.5	1.02 ± 0.03
Parliament	F, SP	100 mm	1.3808	37.2 - 40.3 mm	16.9 ± 0.5	1.20 ± 0.05
Peter Stuyvesant[8]	F, SP	85 mm	1.1312	23 - 27.3 mm	23.8 ± 1.4	1.49 ± 0.09
Peter Stuyvesant	F, SP	100 mm	1.2823	29.5 - 32.5 mm	22.2 ± 1.6	1.46 ± 0.08
Philip Morris	NF, SP	70 mm	0.9634	23 mm	23.4 ± 0.5	1.49 ± 0.04
Philip Morris Commander	NF, SP	85 mm	1.1772	23 mm	28.5 ± 0.5	1.77 ± 0.04
Picayune	NF, SP	70 mm	0.8962	23 mm	19.2 ± 0.6	1.39 ± 0.05
Piedmont	NF, SP	70 mm	0.9782	23 mm	24.3 ± 0.6	1.38 ± 0.03
Players	NF, HWP	70 mm	1.1169	23 mm	29.9 ± 0.7	1.93 ± 0.07
Raleigh	NF, SP	85 mm	1.0303	23 mm	23.8 ± 0.6	1.49 ± 0.03
Raleigh	F, SP	85 mm	1.0379	27 - 28.1 mm	17.1 ± 0.4	1.16 ± 0.02
Raleigh	F, SP	100 mm	1.1714	31.5 - 34.5 mm	18.2 ± 0.4	1.24 ± 0.02
Salem	F, M, SP	85 mm	1.0640	26.5 - 29 mm	18.9 ± 0.4	1.32 ± 0.03
Salem	F, M, SP	100 mm	1.2906	32.7 - 33.5 mm	21.1 ± 0.4	1.45 ± 0.02
Seno	NF, SP	70 mm	1.0178	23 mm	14.5 ± 0.7	0.46 ± 0.02
Silva Thins	F, SP	100 mm	1.0948	32 - 34.5 mm	15.8 ± 0.4	0.97 ± 0.05
Silva Thins	F, M, SP	100 mm	0.9353	32 - 34 mm	15.5 ± 0.4	1.00 ± 0.02
Spring	F, M, SP	100 mm	1.2547	32 - 34 mm	21.4 ± 0.3	1.17 ± 0.02
Stratford	NF, SP	85 mm	1.2044	23 mm	21.9 ± 0.2	0.84 ± 0.02
Tareyton	F, SP	85 mm	1.1132	26 - 28.2 mm	17.4 ± 0.4	1.12 ± 0.03
Tareyton	F, SP	100 mm	1.2502	32 - 34 mm	18.0 ± 0.3	1.19 ± 0.02
Tempo	F, SP	85 mm	1.1100	32 - 34 mm	12.2 ± 0.5	0.99 ± 0.02
True	F, SP	85 mm	1.0881	32.7 - 34.2 mm	12.4 ± 0.3	0.68 ± 0.02
True	F, M, SP	85 mm	1.0884	31.7 - 34.2 mm	12.5 ± 0.4	0.67 ± 0.02
Viceroy	F, SP	85 mm	1.0474	27.1 - 29.1 mm	17.2 ± 0.4	1.18 ± 0.02
Viceroy	F, SP	100 mm	1.2085	32 - 34.8 mm	19.2 ± 0.4	1.40 ± 0.03
Virginia Slims	F, SP	100 mm	1.0298	34 - 36 mm	18.0 ± 0.4	1.18 ± 0.02
Virginia Slims	F, M, SP	100 mm	1.0295	34.5 - 36 mm	18.4 ± 0.4	1.19 ± 0.03
Vogue (black)	F, HWP	85 mm	1.1475	23 - 23.7 mm	24.8 ± 1.5	0.86 ± 0.05
Vogue (colors)	F, HWP	85 mm	1.1337	23 - 24.5 mm	17.4 ± 1.1	0.61 ± 0.04
Winston	F, HP	80 mm	1.0042	23.6 - 24.8 mm	19.7 ± 0.5	1.30 ± 0.04
Winston	F, SP	85 mm	1.0374	26 - 27.5 mm	19.5 ± 0.5	1.29 ± 0.03
Winston	F, SP	100 mm	1.2393	32 - 33.8 mm	20.3 ± 0.4	1.38 ± 0.02
Winston	F, M, SP	100 mm	1.2925	32 - 34 mm	21.5 ± 0.3	1.50 ± 0.03

1 F- filter; NF- non-filter; M- menthol; HP- hard pack; SP- soft pack; HWP- hard wide pack; mm- millimeter
PB- plastic box

2 average weight reported in grams

3 range used for butt length because of variance of overwrap

4 TPM dry (tar)- milligrams total particulate matter less nicotine and water

5 milligrams total alkaloids reported as nicotine

6 limited availability based on reduced sampling from Washington, D.C. only

7 cigarettes with and without perforations smoked together

8 cigarettes marketed with filters of different lengths

* tolerance shown is two (2) standard deviation of the means

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Source: https://www.industrydocuments.ucsf.edu/docs/rplk0000

Tar[1] and Nicotine Contents of Cigarettes Tested by FTC Method
of Domestic Manufacture
(shown in increasing order of tar values)

OCT 21 1970

Brand	Type	Tar (mg/cig)	Nicotine (mg/cig)
Carlton[2]	reg. size, filter	2	0.2
Marvels	reg. size, filter	3	0.1
Carlton	king size, filter	4	0.3
Marvels	king size, filter, menthol	4	0.2
Marvels	king size, filter	5	0.2
King Sano	king size, filter	6	0.2
King Sano	king size, filter, menthol	6	0.2
Frappe	king size, filter, menthol	9	0.3
Kent	reg. size, filter	9	0.5
Duke	king size, filter	10	0.3
Life	king size, filter	11	0.7
Multifilter	king size, filter, menthol,(plastic box)	12	0.9
Tempo	king size, filter	12	0.9
True	king size, filter	12	0.7
True	king size, filter, menthol	13	0.7
Montclair	king size, filter, menthol	13	0.9
Doral	king size, filter, menthol	13	1.0
Doral	king size, filter	14	0.9
Multifilter	king size, filter,(plastic box)	15	1.0
Sano	reg. size, non-filter	15	0.5
Silva Thins	100 mm, filter, menthol	16	1.0
Parliament	king size, filter,(hard pack)	16	1.0
Silva Thins	100 mm, filter	16	1.0
Parliament	king size, filter	16	1.0
Kent	king size, filter	16	1.0
Kent	king size, filter,(hard pack)	16	1.2
Belair	king size, filter, menthol	17	1.2
Pall Mall	95 mm, filter, menthol, (hard pack)	17	0.9
L & M	reg. size, filter	17	1.1
Lark	king size, filter	17	1.2
Raleigh	king size, filter	17	1.2
Viceroy	king size, filter	17	0.9
Dorine	king size, filter, menthol	17	0.6
Marvels	reg. size, non-filter	17	0.9
Gauloises Blogue Bleu	reg. size, filter	17	1.1
Tareyton	king size, filter	17	0.6
Vogue (colors)	king size, filter, (hard pack)	18	1.0
L & M	king size, filter, (hard pack)	18	1.4
Kool	king size, filter, menthol	16	1.0
Oasis	king size, filter, menthol	18	1.2
Tareyton	100 mm, filter	18	1.3
DuMaurier	king size, filter, (hard pack)	18	1.2
Virginia Slims	100 mm, filter	18	1.3
Pall Mall	100 mm, filter, menthol	18	1.2
Edgeworth Export	king size, filter, (Hard pack)	18	1.1
Lark	100 mm, filter	18	1.2
Raleigh	100 mm, filter	18	1.3
Belair	100 mm, filter, menthol	18	1.1
L & M	king size, filter	18	1.2
Virginia Slims	100 mm, filter, menthol	18	1.3
Home Run	reg. size, non-filter	18	1.1
Chesterfield	king size, filter, menthol	19	1.1
Newport	king size, filter, menthol, (hard pack)	19	1.2
Alpine	king size, filter, menthol	19	1.3
Pall Mall	95 mm, filter, (hard pack)	19	1.1
Newport	king size, filter, menthol	19	1.3
Kool	100 mm, filter, menthol	19	1.4
Benson & Hedges	reg. size, filter, (hard pack)	19	1.2
L & M	100 mm, filter	19	1.2
Marlboro	king size, filter, (hard pack)	19	1.2
L & M	100 mm, filter, menthol	19	1.3
Salem	king size, filter, menthol	19	1.3
Parliament	100 mm, filter	19	1.2
Kent	100 mm, filter	19	1.4
Viceroy	100 mm, filter	19	1.4
Picayune	reg. size, non-filter	19	1.2
Old Gold Filter	king size, filter	19	1.3
Marlboro	king size, filter, menthol	20	1.3
Camel	king size, filter	20	1.4
Pall Mall	100 mm, filter	20	1.3
Winston	king size, filter	20	1.4
Edgeworth Export	100 mm, filter		

[1] Tar dry (tar) - milligrams total particulate matter less nicotine and water
[2] Limited availability based on reduced sampling from Washington, D.C. only

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Source: https://www.industrydocuments.ucsf.edu/docs/rplk0000

Tar[1] and Nicotine Content of One-hundred twenty (120) Varieties of Domestic Cigarettes

(shown in increasing order of tar values)

OCT 21 1970

Brand	Type	Tar (mg/cig)	Nicotine (mg/cig)
Winston	king size, filter, (hard pack)	20	1.3
Marlboro	king size, filter	20	1.3
Gauloises Caporal	reg. size, non-filter	20	0.9
Benson & Hedges	king size, filter, (hard pack)	20	1.4
Benson & Hedges	100 mm, filter	20	1.4
Chesterfield	king size, filter	20	1.4
Lucky Filters	100 mm, filter	20	1.4
Winston	100 mm, filter	20	1.4
Calvay	king size, filter	20	1.4
Lucky Filters	king size, filter	20	1.5
Kool	reg. size, non-filter, menthol	21	1.3
Chesterfield	101 mm, filter	21	1.4
Newport	100 mm, filter, menthol	21	1.3
Century	100 mm, filter	21	1.3
Benson & Hedges	100 mm, filter, menthol	21	1.4
Salem	100 mm, filter, menthol	21	1.5
Marlboro	100 mm, filter, (hard pack)	21	1.4
Spring	100 mm, filter, menthol	21	1.2
Winston	100 mm, filter, menthol	22	1.5
Kapleton	king size, filter	22	1.0
Old Gold Straights	reg. size, non-filter	22	1.3
Domino	king size, filter	22	1.1
Stratford	king size, non-filter	22	0.8
Marlboro	100 mm, filter	22	1.5
Peter Stuyvesant	100 mm, filter	22	1.5
Marvels	king size, non-filter	23	0.8
Half & Half	king size, filter	23	1.6
Philip Morris	reg. size, non-filter	23	1.5
Camel	reg. size, non-filter	24	1.5
Old Gold Filter	100 mm, filter	24	1.5
Raleigh	king size, non-filter	24	1.5
Peter Stuyvesant	king size, filter	24	1.5
Chesterfield	reg. size, non-filter	24	1.4
English Ovals	reg. size, non-filter, (hard pack)	24	1.8
Piedmont	reg. size, non-filter	24	1.4
Kapleton	reg. size, non-filter	25	1.0
Vogue (black)	king size, filter, (hard pack)	25	0.9
Domino	king size, non-filter	25	1.2
Lucky Strike	reg. size, non-filter	27	1.6
Old Gold Straights	king size, non-filter	27	1.6
Herbert Tareyton	king size, non-filter	28	1.7
Pall Mall	king size, non-filter	28	1.7
Chesterfield	king size, non-filter	28	1.7
Bull Durham	king size, filter	28	1.8
English Ovals	king size, non-filter, (hard pack)	29	2.2
Philip Morris Commander	king size, non-filter	29	1.8
Players	reg. size, non-filter	30	2.0
Fatima	king size, non-filter	31	1.8

[1] TPM dry (tar) - milligrams total particulate matter less nicotine and water

1005045849

Source: https://www.industrydocuments.ucsf.edu/docs/rplk0000

Tar[1] and Nicotine Content of One-hundred twenty (120) Varieties of Domestic Cigarettes
(shown in increasing order of nicotine values)

OCT 21 1970

Brand	Type	Tar (mg/cig)	Nicotine (mg/cig)
Marvels	reg. size, filter	3	0.1
Marvels	king size, filter, menthol	4	0.2
Carlton[2]	reg. size, filter	2	0.2
Marvels	king size, filter	5	0.2
King Sano	king size, filter	6	0.2
King Sano	king size, filter, menthol	6	0.2
Trappe	king size, filter, menthol	9	0.3
Carlton	king size, filter	4	0.3
Duke	king size, filter	10	0.3
Sano	reg. size, non-filter	15	0.5
Kent	reg. size, filter	9	0.5
Marvels	reg. size, non-filter	17	0.6
Vogue (colors)	king size, filter, (hard pack)	17	0.6
True	king size, filter, menthol	13	0.7
True	king size, filter	12	0.7
Life	king size, filter	11	0.7
Marvels	king size, non-filter	23	0.8
Stratford	king size, non-filter	22	0.8
Multifilter	king size, filter, menthol, (plastic box)	12	0.9
Gauloises Blogue Bleu	reg. size, filter	17	0.9
Vogue (black)	king size, filter, (hard pack)	25*	0.9
Tempo	king size, filter	12	0.9
Domino	king size, filter, menthol	17	0.9
Montclair	king size, filter, menthol	13	0.9
L & M	reg. size, filter	17	0.9
Dorel	king size, filter	14	0.9
Gauloises Caporal	reg. size, non-filter	20	0.9
Doral	king size, filter, menthol	13	1.0
Napleton	king size, filter	22	1.0
Kent	king size, filter	16	1.0
Silva Thins	100 mm, filter	16	1.0
Kent	king size, filter, (hard pack)	16	1.0
Silva Thins	100 mm, filter, menthol	16	1.0
Parliament	king size, filter, (hard pack)	16	1.0
Multifilter	king size, filter, (plastic box)	15	1.0
Parliament	king size, filter	16	1.0
L & M	king size, filter, (hard pack)	18	1.0
Napleton	reg. size, non-filter	25	1.0
Oasis	king size, filter, menthol	18	1.0
Lark	king size, filter	17	1.1
Newport	king size, filter, menthol, (hard pack)	19	1.1
Chesterfield	king size, filter, menthol	18	1.1
Domino	king size, filter	22	1.1
Newport	king size, filter, menthol	19	1.1
L & M	king size, filter	18	1.1
Tareyton	king size, filter	17	1.1
Lark	100 mm, filter	18	1.1
Pall Mall	95 mm, filter, menthol, (hard pack)	17	1.2
Raleigh	king size, filter	17	1.2
L & M	100 mm, filter	19	1.2
Alpine	king size, filter, menthol	19	1.2
Spring	100 mm, filter, menthol	21	1.2
Viceroy	king size, filter	17	1.2
Virginia Slims	100 mm, filter	18	1.2
Kent	100 mm, filter	19	1.2
Edgeworth Export	king size, filter, (hard pack)	18	1.2
Old Gold Filter	king size, filter	19	1.2
Tareyton	100 mm, filter	18	1.2
Virginia Slims	100 mm, filter, menthol	18	1.2
L & M	100 mm, filter, menthol	19	1.2
Belair	king size, filter, menthol	16	1.2
Domino	king size, non-filter	25	1.2
Marlboro	king size, filter, (hard pack)	19	1.2
Raleigh	100 mm, filter	18	1.2
Old Gold Straights	reg. size, non-filter	22	1.3
Parliament	100 mm, filter	19	1.3
Newport	100 mm, filter, menthol	21	1.3
Dalliwriter	king size, filter, (hard pack)	18	1.3

1 Tar dry (tar) - milligrams total particulate matter less nicotine and water
2 Limited availability based on reduced sampling from Washington, D.C. only

10050850

Source: https://www.industrydocuments.ucsf.edu/docs/rplk0000

Listing of "Tar"[1] Values for Five (5) Testing Periods

OCT 21 1970

Brand	Type	Feb., 1969	July, 1969	Nov., 1969	May, 1970	Oct., 1970
Alpine	king size, filter, menthol	20	20	19	19	18
Belair	king size, filter, menthol	19	19	18	18	16
Belair	100 mm, filter, menthol	*	*	*	19	18
Benson & Hedges	reg. size, filter, (hard pack)	20	20	20	19	19
Benson & Hedges	king size, filter, (hard pack)	21	20	20	20	20
Benson & Hedges	100 mm, filter	21	21	20	20	20
Benson & Hedges	100 mm, filter, menthol	21	22	21	21	21
Bull Durham	king size, filter	29	29	29	28	28
Camel	reg. size, non-filter	26	25	25	25	24
Camel	king size, filter	21	21	21	20	20
Carlton	reg. size, filter	*	*	*	2	2
Carlton	king size, filter	5	4	5	4	4
Cascade	king size, filter, menthol	8	*	*	*	*
Century	100 mm, filter	23	22	21	20	21
Chesterfield	reg. size, non-filter	25	25	24	25	24
Chesterfield	king size, non-filter	29	30	29	29	28
Chesterfield	king size, filter	23	22	21	21	20
Chesterfield	king size, filter, menthol	21	20	19	19	18
Chesterfield	101 mm, filter	21	20	21	21	21
Colony	100 mm, filter	29	*	*	*	*
Colony	100 mm, filter, menthol	26	*	*	*	*
Domino	king size, non-filter	25	26	25	24	25
Domino	king size, filter	22	21	21	21	22
Domino	king size, filter, menthol	14	16	16	18	17
Doral	king size, filter	*	*	15	14	14
Doral	king size, filter, menthol	*	*	14	14	13
Duke of Durham	king size, filter	10	10	10	10	10
Dutchmaster	king size, filter, (hard pack)	18	18	18	18	18
Edgeworth Export	king size, filter, (hard pack)	*	*	*	*	18
Edgeworth Export	100 mm, filter	*	*	*	*	20
English Ovals	reg. size, non-filter, (hard pack)	27	28	28	26	24
English Ovals	king size, non-filter, (hard pack)	36	35	31	29	29
Fatima	king size, non-filter	33	32	32	31	31
Frappe	king size, filter, menthol	10	11	10	10	9
Galaxy	king size, filter	21	21	20	21	20
Gauloises Caporal	reg. size, non-filter	25	26	24	22	20
Gauloises Disque Bleu	reg. size, filter	23	21	21	20	17
Half & Half	king size, filter	24	23	22	23	23
Helmar	king size, filter, (hard pack)	25	*	*	*	*
Herbert Tareyton	king size, non-filter	31	29	27	27	28
Holiday	king size, non-filter	35	32	31	*	*
Holiday	king size, filter	27	25	25	*	*
Home Run	reg. size, non-filter	20	20	19	20	19
Kent	reg. size, filter	12	10	10	10	9
Kent	king size, filter, (hard pack)	18	17	17	16	16
Kent	king size, filter	17	17	16	16	16
Kent	100 mm, filter	20	18	19	19	19
King Sano	king size, filter	7	7	7	5	6
King Sano	king size, filter, menthol	8	8	7	7	6
Kool	reg. size, non-filter, menthol	22	21	21	20	21
Kool	king size, filter, menthol	19	19	18	17	18
Kool	100 mm, filter, menthol	21	21	20	20	19
Lark	king size, filter	18	18	17	17	17
Lark	100 mm, filter	19	19	18	18	18
Life	king size, filter	11	11	11	10	11
L & M	reg. size, filter	18	18	17	17	17
L & M	king size, filter, (hard pack)	19	18	18	18	18
L & M	king size, filter	20	20	19	19	18
L & M	100 mm, filter	20	19	19	19	19
L & M	100 mm, filter, menthol	20	20	19	19	19
Lucky Strike	reg. size, non-filter	29	28	28	28	27
Lucky Filters	king size, filter	21	22	21	20	20
Lucky Filters	king size, filter, menthol	20	20	*	*	*
Lucky Filters	100 mm, filter	21	21	20	20	20
Lucky Filters	100 mm, filter, menthol	19	18	*	*	*
Mapleton	reg. size, non-filter	24	24	26	27	25
Mapleton	king size, filter	21	22	22	22	22
Marlboro	king size, filter, (hard pack)	21	20	19	19	19
Marlboro	king size, filter	22	21	20	20	20
Marlboro	king size, filter, menthol	21	21	21	20	19
Marlboro	100 mm, filter	23	22	21	21	22
Marlboro	100 mm, filter, (hard pack)	22	21	21	21	21

[1] TPM dry (tar) - milligrams total particulate matter less nicotine and water

* Denotes varieties not available during market sampling

100045851

Source: https://www.industrydocuments.ucsf.edu/docs/rplk0000

Listing of "Tar"[1] Values for Five (5) Testing Periods

OCT 21 1970

Brand	Type	Feb., 1969	July, 1969	Nov., 1969	May, 1970	Oct., 1970
Marvels	reg. size, non-filter	19	18	20	17	17
Marvels	reg. size, filter	4	3	4	3	3
Marvels	king size, non-filter	25	24	24	23	23
Marvels	king size, filter	7	6	6	5	5
Marvels	king size, filter, menthol	5	5	4	4	4
Montclair	king size, filter, menthol	11	9	9	11	13
Multifilter	king size, filter, (plastic box)	*	*	*	16	15
Multifilter	king size, filter, menthol	*	*	*	13	12
Newport	king size, filter, menthol, (hard pack)	21	20	19	19	19
Newport	king size, filter, menthol	21	21	20	19	19
Newport	100 mm, filter, menthol	21	22	21	21	21
Oasis	king size, filter, menthol	21	19	19	18	18
Old Gold Straights	reg. size, non-filter	23	23	22	21	22
Old Gold Straights	king size, non-filter	29	28	27	27	27
Old Gold Filter	king size, filter	21	21	20	20	19
Old Gold Filter	100 mm, filter	*	*	24	24	24
Omar	reg. size, non-filter	30	*	*	*	*
Pall Mall	king size, non-filter	29	28	28	28	28
Pall Mall	95 mm, filter, (hard pack)	19	19	19	19	19
Pall Mall	95 mm, filter, menthol, (hard pack)	19	18	17	17	17
Pall Mall	100 mm, filter	20	19	19	19	20
Pall Mall	100 mm, filter, menthol	19	17	18	18	18
Parliament	king size, filter, (hard pack)	16	16	16	16	16
Parliament	king size, filter	17	16	16	16	16
Parliament	100 mm, filter	*	*	*	*	19
Peter Stuyvesant	king size, filter	*	*	*	*	24
Peter Stuyvesant	100 mm, filter	*	*	*	*	22
Philip Morris	reg. size, non-filter	25	25	24	23	23
Philip Morris Commander	king size, non-filter	32	30	29	29	29
Philip Morris	king size, filter	19	19	19	*	*
Philip Morris	king size, filter, menthol	20	20	15	*	*
Picayune	reg. size, non-filter	21	21	20	21	19
Piedmont	reg. size, non-filter	25	25	24	24	24
Players	reg. size, non-filter, (hard pack)	32	32	31	31	30
Raleigh	king size, non-filter	30	28	25	26	24
Raleigh	king size, filter	19	19	18	17	17
Raleigh	100 mm, filter	*	*	*	18	18
Salem	king size, filter, menthol	21	20	20	20	19
Salem	100 mm, filter, menthol	22	21	21	21	21
Sano	reg. size, non-filter	17	14	14	15	15
Sano	reg. size, filter	4	4	*	4	*
Silva Thins	100 mm, filter	15	15	16	16	16
Silva Thins	100 mm, filter, menthol	15	16	16	16	16
Spring	100 mm, filter, menthol	21	21	21	21	21
Stratford	king size, non-filter	26	25	24	23	22
Stratford	king size, filter	20	19	18	19	*
Stratford	king size, filter, menthol	21	21	19	19	*
Sweet Caporal	king size, filter	23	*	*	*	*
Tareyton	king size, filter	18	17	16	17	17
Tareyton	100 mm, filter	18	16	17	18	18
Tempo	king size, filter	14	13	12	12	12
True	king size, filter	13	12	13	13	12
True	king size, filter, menthol	13	12	12	12	13
Tryon	king size, filter	12	*	12	*	*
Tryon	king size, filter, menthol	11	11	11	*	*
Viceroy	king size, filter	20	19	18	17	17
Viceroy	100 mm, filter	21	20	19	20	19
Virginia Slims	100 mm, filter	18	18	18	18	18
Virginia Slims	100 mm, filter, menthol	19	18	18	18	18
Vogue (black)	king size, filter, (hard pack)	20	18	20	22	25
Vogue (colors)	king size, filter, (hard pack)	13	13	13	16	18
Wings	king size, filter	20	*	*	*	*
Winston	king size, filter, (hard pack)	22	21	21	20	20
Winston	king size, filter	21	21	21	20	20
Winston	100 mm, filter	22	21	21	21	20
Winston	100 mm, filter, menthol	22	21	21	22	22
Yukon	king size, filter, menthol	20	20	20	*	*

[1] TPM dry (tar) - milligrams total particulate matter less nicotine and water

* Denotes varieties not available during market sampling

1005045852

Source: https://www.industrydocuments.ucsf.edu/docs/rplk0000

Listing of Nicotine Values for Five (5) Testing Periods

OCT 21 1970

Brand	Type	Feb., 1969	July 1969	Nov., 1969	May 1970	Oct., 1970
Alpine	king size, filter, menthol	1.3	1.3	1.3	1.1	1.2
Belair	king size, filter, menthol	1.6	1.5	1.5	1.4	1.2
Belair	100 mm, filter, menthol	*	*	*	1.4	1.3
Benson & Hedges	reg. size, filter, (hard pack)	1.4	1.4	1.4	1.4	1.4
Benson & Hedges	king size, filter, (hard pack)	1.5	1.5	1.5	1.4	1.4
Benson & Hedges	100 mm, filter	1.5	1.5	1.4	1.4	1.4
Benson & Hedges	100 mm, filter, menthol	1.5	1.5	1.4	1.4	1.4
Bull Durham	king size, filter	1.9	1.9	1.8	1.7	1.8
Camel	reg. size, non-filter	1.6	1.6	1.6	1.5	1.5
Camel	king size, filter	1.3	1.4	1.4	1.3	1.3
Carlton	reg. size, filter	*	*	*	0.2	0.2
Carlton	king size, filter	0.4	0.3	0.4	0.3	0.3
Cascade	king size, filter, menthol	0.3	*	*	*	*
Century	100 mm, filter	1.5	1.4	1.3	1.3	1.3
Chesterfield	reg. size, non-filter	1.4	1.4	1.3	1.4	1.4
Chesterfield	king size, non-filter	1.6	1.7	1.6	1.7	1.7
Chesterfield	king size, filter	1.5	1.5	1.4	1.4	1.3
Chesterfield	king size, filter, menthol	1.2	1.2	1.1	1.1	1.1
Chesterfield	101 mm, filter	1.3	1.3	1.5	1.5	1.4
Colony	100 mm, filter	1.8	*	*	*	*
Colony	100 mm, filter, menthol	1.4	*	*	*	*
Domino	king size, non-filter	1.1	1.2	1.1	1.1	1.2
Domino	king size, filter	1.0	1.0	1.0	1.0	1.1
Domino	king size, filter, menthol	0.7	0.9	0.9	1.0	0.9
Doral	king size, filter	*	*	1.0	0.9	0.9
Doral	king size, filter, menthol	*	*	1.0	1.0	1.0
Duke of Durham	king size, filter	0.4	0.4	0.4	0.3	0.3
DuMaurier	king size, filter, (hard pack)	1.5	1.4	1.4	1.3	1.3
Edgeworth Export	king size, filter, (hard pack)	*	*	*	*	1.2
Edgeworth Export	100 mm, filter	*	*	*	*	1.4
English Ovals	reg. size, non-filter, (hard pack)	1.9	2.1	2.1	1.9	1.8
English Ovals	king size, non-filter, (hard pack)	2.6	2.7	2.5	2.2	2.2
Fatima	king size, non-filter	1.9	1.9	1.9	1.8	1.8
Frappe	king size, filter, menthol	0.3	0.4	0.4	0.4	0.3
Galaxy	king size, filter	1.5	1.5	1.5	1.4	1.4
Gauloises Caporal	reg. size, non-filter	1.3	1.3	1.2	1.1	1.0
Gauloisee Disque Bleu	reg. size, filter	1.3	1.2	1.2	1.1	0.9
Half & Half	king size, filter	1.7	1.6	1.5	1.6	1.6
Helmar	king size, filter, (hard pack)	1.5	*	*	*	*
Herbert Tareyton	king size, non-filter	1.8	1.7	1.6	1.6	1.7
Holiday	king size, non-filter	2.1	2.2	1.9	*	*
Holiday	king size, filter	1.7	1.8	1.6	*	*
Home Run	reg. size, non-filter	1.7	1.6	1.5	1.5	1.3
Kent	reg. size, filter	0.7	0.6	0.6	0.5	0.6
Kent	king size, filter, (hard pack)	1.1	1.1	1.1	1.0	1.0
Kent	king size, filter	1.1	1.1	1.0	1.0	1.0
Kent	100 mm, filter	1.3	1.2	1.2	1.2	1.2
King Sano	king size, filter	0.3	0.3	0.2	0.2	0.2
King Sano	king size, filter, menthol	0.3	0.3	0.2	0.2	0.2
Kool	reg. size, non-filter, menthol	1.6	1.7	1.5	1.3	1.3
Kool	king size, filter, menthol	1.6	1.6	1.5	1.3	1.4
Kool	100 mm, filter, menthol	1.6	1.7	1.5	1.5	1.3
Lark	king size, filter	1.2	1.1	1.1	1.0	1.1
Lark	100 mm, filter	1.3	1.3	1.1	1.1	1.1
Life	king size, filter	0.7	0.7	0.7	0.6	0.7
L & M	reg. size, filter	1.0	1.0	1.0	0.9	0.9
L & M	king size, filter, (hard pack)	1.1	1.1	1.1	1.0	1.0
L & M	king size, filter	1.2	1.2	1.1	1.1	1.1
L & M	100 mm, filter	1.2	1.2	1.1	1.1	1.2
L & M	100 mm, filter, menthol	1.3	1.3	1.2	1.2	1.2
Lucky Strike	reg. size, non-filter	1.7	1.6	1.6	1.6	1.6
Lucky Filters	king size, filter	1.4	1.4	1.4	1.3	1.3
Lucky Filters	king size, filter, menthol	1.1	1.2	*	*	*
Lucky Filters	100 mm, filter	1.4	1.4	1.4	1.4	1.4
Lucky Filters	100 mm, filter, menthol	1.1	1.1	*	*	*
Mapleton	reg. size, non-filter	0.9	0.9	1.1	1.1	1.0
Mapleton	king size, filter	0.9	1.0	1.0	1.0	1.0
Marlboro	king size, filter, (hard pack)	1.4	1.4	1.3	1.3	1.2
Marlboro	king size, filter	1.3	1.4	1.4	1.3	1.3
Marlboro	king size, filter, menthol	1.4	1.4	1.4	1.3	1.3
Marlboro	100 mm, filter	1.6	1.6	1.5	1.5	1.5
Marlboro	100 mm, filter, (hard pack)	1.5	1.6	1.5	1.4	1.4

* Denotes varieties not available during market sampling

100045853

Source: https://www.industrydocuments.ucsf.edu/docs/rplk0000

Listing of Nicotine Values for Five (5) Testing Periods

Brand	Type	Feb., 1969	July, 1969	Nov., 1969	May, 1970	Oct., 1970
Marvels	reg. size, non-filter	0.7	0.6	0.7	0.6	0.6
Marvels	reg. size, filter	0.1	0.1	0.1	0.1	0.1
Marvels	king size, non-filter	0.9	0.9	0.9	0.8	0.8
Marvels	king size, filter	0.3	0.2	0.2	0.2	0.2
Marvels	king size, filter, menthol	0.2	0.2	0.2	0.2	0.2
Montclair	king size, filter, menthol	0.7	0.7	0.7	0.8	0.9
Multifilter	king size, filter, (plastic box)	*	*	*	1.0	1.0
Multifilter	king size, filter, menthol, (plastic box)	*	*	*	0.9	0.9
Newport	king size, filter, menthol, (hard pack)	1.4	1.3	1.2	1.1	1.1
Newport	king size, filter, menthol	1.3	1.3	1.2	1.1	1.1
Newport	100 mm, filter, menthol	1.4	1.4	1.3	1.3	1.3
Oasis	king size, filter, menthol	1.2	1.2	1.1	1.0	1.0
Old Gold Straights	reg. size, non-filter	1.4	1.4	1.3	1.2	1.3
Old Gold Straights	king size, non-filter	1.8	1.8	1.6	1.6	1.6
Old Gold Filters	king size, filter	1.2	1.3	1.2	1.2	1.2
Old Gold Filters	100 mm, filter	*	*	1.5	1.5	1.5
Omar	reg. size, non-filter	1.7	*	*	*	*
Pall Mall	king size, non-filter	1.7	1.7	1.8	1.8	1.7
Pall Mall	95 mm, filter, (hard pack)	1.2	1.3	1.2	1.3	1.3
Pall Mall	95 mm, filter, menthol, (hard pack)	1.1	1.2	1.1	1.1	1.2
Pall Mall	100 mm, filter	1.3	1.3	1.3	1.3	1.4
Pall Mall	100 mm, filter, menthol	1.2	1.2	1.2	1.3	1.3
Parliament	king size, filter, (hard pack)	1.1	1.1	1.0	1.0	1.0
Parliament	king size, filter	1.1	1.1	1.1	1.0	1.0
Parliament	100 mm, filter	*	*	*	*	1.3
Peter Stuyvesant	king size, filter	*	*	*	*	1.5
Peter Stuyvesant	100 mm, filter	*	*	*	*	1.5
Philip Morris	reg. size, non-filter	1.6	1.6	1.6	1.5	1.5
Philip Morris Commander	king size, non-filter	2.1	2.0	1.9	1.9	1.8
Philip Morris	king size, filter	1.4	1.4	1.4	*	*
Philip Morris	king size, filter, menthol	1.5	1.5	1.1	*	*
Picayune	reg. size, non-filter	1.7	1.8	1.6	1.5	1.4
Piedmont	reg. size, non-filter	1.4	1.5	1.4	1.4	1.4
Players	reg. size, non-filter, (hard pack)	2.0	2.1	2.1	2.1	2.0
Raleigh	king size, non-filter	2.2	2.1	1.7	1.6	1.5
Raleigh	king size, filter	1.5	1.5	1.3	1.2	1.2
Raleigh	100 mm, filter	*	*	*	1.2	1.2
Salem	king size, filter, menthol	1.4	1.4	1.4	1.4	1.3
Salem	100 mm, filter, menthol	1.5	1.5	1.5	1.5	1.5
Sano	reg. size, non-filter	0.5	0.5	0.5	0.5	0.5
Sano	reg. size, filter	0.2	0.2	*	0.1	*
Silva Thins	100 mm, filter	0.9	0.9	0.9	1.0	1.0
Silva Thins	100 mm, filter, menthol	0.9	0.9	1.0	1.0	1.0
Spring	100 mm, filter, menthol	1.2	1.2	1.2	1.2	1.2
Stratford	king size, non-filter	1.1	1.0	1.0	0.9	0.8
Stratford	king size, filter	0.7	0.7	0.7	0.7	*
Stratford	king size, filter, menthol	0.8	0.8	0.8	0.8	*
Sweet Caporal	king size, filter	1.4	*	*	*	*
Tareyton	king size, filter	1.1	1.0	1.0	1.1	1.1
Tareyton	100 mm, filter	1.1	1.0	1.1	1.2	1.2
Tempo	king size, filter	0.8	0.8	0.8	0.9	0.9
True	king size, filter	0.7	0.7	0.7	0.7	0.7
True	king size, filter, menthol	0.7	0.6	0.7	0.6	0.7
Tryon	king size, filter	0.9	*	0.9	*	*
Tryon	king size, filter, menthol	0.8	0.8	0.7	*	*
Viceroy	king size, filter	1.5	1.5	1.3	1.2	1.2
Viceroy	100 mm, filter	1.5	1.6	1.5	1.4	1.4
Virginia Slims	100 mm, filter	1.3	1.3	1.2	1.2	1.2
Virginia Slims	100 mm, filter, menthol	1.4	1.3	1.2	1.2	1.2
Vogue (black)	king size, filter, (hard pack)	0.6	0.6	0.7	0.7	0.9
Vogue (colors)	king size, filter, (hard pack)	0.4	0.4	0.5	0.5	0.6
Winge	king size, filter	1.5	*	*	*	*
Winston	king size, filter, (hard pack)	1.4	1.3	1.4	1.3	1.3
Winston	king size, filter	1.3	1.4	1.4	1.3	1.3
Winston	100 mm, filter	1.6	1.5	1.5	1.4	1.4
Winston	100 mm, filter, menthol	1.6	1.5	1.5	1.5	1.5
Yukon	king size, filter, menthol	0.8	0.8	0.9	*	*

* Denotes varieties not available during market sampling

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Appendix F

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554

FCC 70-1305
56157

In re	)	
	)	
Formulation of Appropriate Further	)	Docket No. 19050
Regulatory Policies Concerning	)	
Cigarette Advertising and	)	
Anti-Smoking Presentations	)	

REPORT AND ORDER

Adopted: December 15, 1970 ; Released: December 16, 1970

By the Commission: Commissioners Bartley and H. Rex Lee concurring and issuing statements; Commissioner Johnson concurring in part and dissenting in part and issuing a statement.

1. On October 15, 1970, the Commission issued a notice to interested persons that comments may be submitted on appropriate further regulatory policies to be adopted with respect to two issues: (1) the possible fairness doctrine obligations, if any, in the situation where a broadcast licensee, which does not present cigarette commercials, broadcasts announcements to the general effect that cigarette smoking is hazardous to health and persons should therefore not commence or continue smoking (see complaint of Michael Handley, dated August 25, 1970), and (2) the public interest obligations of the broadcast licensee after January 1, 1971, when all cigarette advertising on broadcast media will cease (see petition for rule making filed October 13, 1970, by Action on Smoking and Health (ASH)). Comments were submitted by the Tobacco Institute, the Surgeon General, the American Cancer Society, National Tuberculosis & Respiratory Disease Assoc., Mr. Warren Braren, and several broadcasters or broadcast associations (see Appendix A for a list of these broadcasters). We shall briefly sketch the basic thrust of the comments, and then turn to our treatment of the issues.

2. The main thrust of the broadcasters' comments is that, after termination of the cigarette commercials, the Commission should not, and cannot properly, require licensees to present anti-smoking presentations, including the prescription of amounts of time to be devoted to such presentations. The comments rely on Commission reports such as the Report on Editorializing by Broadcast Licensees, 13 FCC 1246, (1949) and 1960 Programming Statement, 20 Pike & Fischer, Radio Regulation, 1902, 1915, to the effect that it is up to individual licensees to make judgments as to what issues or programming is to be presented. On the question as to whether, if a licensee did present messages pointing up the health hazard in smoking, it was required under the fairness doctrine to afford time for spokesmen to urge the opposite (i.e., that smoking

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is not hazardous), the licensees split on their comments. Some, pointing to prior Commission precedents, stated their belief that fairness would require the presentation of pro-smoking viewpoints. Several others, however, stated their judgment and belief that in view of developments leading to Public Law 91-222, the general issue of cigarettes being a health hazard can reasonably now be regarded as no longer a controversial one.

3. ASH urges the adoption of a rule providing that "the obligation of a licensee to devote a significant amount of time to the presentation of views and information on the health hazards of cigarette smoking continues notwithstanding that it has discontinued the broadcasting of cigarette commercials sponsored by tobacco companies." It asserts that there is support for such a rule in the legislative history of the 1969 Cigarette Labelling and Advertising Act, and cites three grounds for the rule: (1) the strong public interest, in view of the health hazards involved; (2) the fact that "since the inception of commercial television, the viewing public has been bombarded by cigarette commercials," and the proposed rule is thus necessary to make up for the "decade of one-sided presentations and their lingering remnants . . ." (Pet. p. 7); and (3) that broadcasts presenting smoking in a favorable light (e.g., the hero smoking in some movie) ". . . will continue even after the Congressional ban on sponsored cigarette advertisements, as will so-called 'hidden commercials' now being promoted by the tobacco industry" (Pet. p. 10). ASH avers that smoking is still a controversial issue of the greatest importance.

4. The Tobacco Institute, on the other hand, urges that the present specific obligations of broadcast licensees to devote a significant amount of time each week to materials expressing the view that smoking is hazardous to health will not be applicable after January 1, 1971, because cigarette advertising on broadcast media will cease as a result of the Public Health Cigarette Smoking Act of 1969. It disputes ASH's supporting grounds, pointing out that broadcasters for almost three years have been informing the public concerning the health hazards involved. It further states that there is not the slightest basis for the "reckless" charge that the tobacco industry "is now taking steps to get hidden commercials on the air in violation of the spirit of the 1969 cigarette act." (ASH Pet. p. 10). The Institute argues that it would be wholly improper for the Commission to scrutinize programming content to ". . . search out broadcasts ostensibly presenting smoking in a 'favorable light.'" (p. 20) It argues that after January 1, 1971, the public interest obligations of licensees with respect to the issue of cigarette smoking will be the same as with respect to all other matters of public concern; that licensees have discretion to

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determine that matters of public interest should be broadcast from among the multitude of such matters competing for broadcast time. Finally, it states that if licensees decide to exercise their discretion to carry anti-smoking materials, they will have an obligation under the fairness doctrine to provide reasonable opportunity for the presentation of materials expressing the view that smoking may not be hazardous to health. It urges that this is also the case in the period until January 2, 1971, if a licensee does not carry cigarette commercials but does carry anti-smoking messages.

DISCUSSION

5. We shall discuss the first question set out in paragraph 1 and then turn to the second question. However, the two questions are closely related, and thus the discussion here is also necessarily pertinent to our disposition of the second issue.

6. The first issue is the possible fairness doctrine obligations, if any, in the situation where a broadcast licensee, which does not present cigarette commercials, broadcasts announcements to the general effect that cigarette smoking is hazardous to health and persons should therefore not commence or continue smoking. As shown by the complaint of Mr. Michael Handley, that issue is presented today, since several stations have already dropped cigarette commercials but have continued to present general anti-smoking messages. Clearly, the issue becomes even more important after January 1, 1971, when all stations will cease carrying cigarette commercials.

7. We believe that this issue is to be disposed of under the accepted, long established principle in the general fairness area--namely, that it is up to the licensee to make a reasonable, good faith judgment on the basis of the particular facts before him as to the possible application of the fairness doctrine, and specifically whether he has presented one side of a controversial issue of public importance. Thus, we believe that little is gained here by citation of previous Commission rulings 1/ or by references to past testimony before the Congress. The critical issue here is the licensee's judgment today--directed to the circumstances before him.

8. The Tobacco Institute argues that the licensee's judgment is constrained--that we should hold that if a licensee presents messages going to the general health hazard (e.g., earlier mortality; lung cancer;

1/ E.g., Cigarette Advertising, 9 FCC 2d 921 (1967); Metromedia, Inc., 10 FCC 2d 16 (1967); Letter to Mr. Larry Jones, November 2, 1967, 8330-S; C9-1304; Letter to the Tobacco Institute, Inc., December 21, 1967, Ref.3300.

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emphysema), with a call to stop smoking or not to begin, the broadcaster must provide a reasonable opportunity for the view that smoking may not be hazardous to health. Of course, broadcasters may, if they wish, present such a view, in light of their wide discretion.2/ But as stated, a number of broadcasters who filed comments in this proceeding have set forth their judgment that in light of developments, the general issue of smoking being a health hazard is no longer controversial. We decline to upset that judgment as unreasonable.

9. For, clearly, there have been most significant developments since the Surgeon General's 1964 Report which touched off a substantial controversy. Continuing massive studies have been made or completed in the ensuing years. The results of these studies were reported by HEW to the Congress pursuant to its direction in the 1965 Federal Cigarette Labelling and Advertising Act. Senate Report No. 91-566, 91st Cong., 1st Sess., p. 3, on the Public Health Cigarette Smoking Act of 1969, sets forth the significant conclusions from the HEW reports ("The Health Consequences of Smoking, 1967, 1968 and 1969"). These reports constitute overwhelming evidence on the general public health aspect of cigarette smoking.3/ We note further, as did the broadcasters referred to above, that Congress has acted on the basis of the reports. It has changed the labelling requirement from the phrasing, "Caution: Cigarette Smoking May Be Hazardous To Your Health" to the much stronger one: "Warning: the Surgeon General Has Determined That Cigarette Smoking Is Dangerous To Your Health." It has barred all cigarette advertising on electronic media. And, both the cigarette industry and the broadcasting industry (the latter with a different phase-out period) agreed to such a bar during the legislative process leading to the 1969 Act. See Senate Report, supra, at pp. 9, 11. It is difficult to reconcile the cigarette industry's acquiesence in the 1969 ban, with its contention here that the broadcaster, who presents a general announcement that smoking constitutes a health hazard and therefore people should not begin smoking or should stop, cannot reasonably reach the judgment that the matter is not controversial--that he need not present offsetting material to the effect that smoking is no health hazard and people should commence or continue to smoke.

10. We wish to make clear that we are not issuing any blanket ruling covering every existing or future anti-smoking announcement, and could not properly do so, outside the context of a specific complaint. Our holding is directed to only one general aspect, albeit a most

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2/ Further, as we stated in our Notice of Proposed Rule Making in Docket No. 18434, 34 F.R. 1959, 1962, n. 30, the existence of governmental reports does not bar dissent thereto or the presentation of contrary views.

3/ Thus, in his comment in this proceeding, the Surgeon General stated it " . . . is the view of the Public Health Service that cigarette smoking, beyond controversy, is indeed hazardous to health."

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important one--that cigarette smoking is a hazard to public health (i.e., the main cause of lung cancer; the most important cause of chronic bronchitis or pulmonary emphysema, etc.). While that facet may now be adjudged by the broadcaster no longer to be a controversial issue, there can clearly be most substantial controversies as to other aspects (e.g., particular studies or statistics; what remedial actions should be taken). As to such aspects, the fairness doctrine would be applicable, and we concur with CBS' comments in this respect (p. 4, CBS Comments):

> The Commission should leave to the judgment of licensees whether announcements dealing with the health hazards of cigarettes, which are broadcast after January 1, 1971, raise obligations under the fairness doctrine such as to require presentation of opposing views. These judgments must rest on the content and frequency of the announcements broadcast as well as the licensee's overall programming. In any event, it should be the licensee's initial responsibility to identify any issues raised and choose the appropriate reply spokesman where necessary. Those opposing any such announcements or seeking opportunities to respond would have available to them the Commission's normal procedures by which to seek redress.

11. The Tobacco Institute argues (p. 31) that refusal by the Commission to require licensees to afford time to spokesmen to present the viewpoint that smoking may not be hazardous would raise grave constitutional questions under Red Lion Broadcasting Co. v. F. C. C., 395 U.S. 367 (1969), since it would involve "the official government view dominating public broadcasting" and "a discriminatory refusal to require the licensee to broadcast certain views which have been denied access to the airwaves" (Red Lion, at p. 396). The argument is, we believe, specious. If broadcasters presented a Public Health Service bulletin urging that aspirin be kept out of the reach of children and citing statistics as to deaths caused in this way,such broadcasters would not be violating the Constitution if they rejected a request to present the viewpoint that aspirin poses no hazard in this respect. We realize that the example is far-fetched; our point is that the broadcaster can make judgments in this area and that if the judgments are reasonable, they do not constitute a violation of either the Act (Section 315(a)) or the Constitution.

12. The Tobacco Institute also cites (p. 34) Banzhaf v. F. C. C., 405 F. 2d 1082 (C.A.D.C. 1968), certiorari denied, 396 U.S. 842 (1969), in support of its argument. But that case holds squarely against the Institute's position. The Court there noted, (id. at pp. 1091-93) that

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the Commission's holding was based really on the public interest standard rather than the fairness doctrine, and that that standard clearly comprehended a public health consideration such as this. See also Retail Store Employees Union v. F. C. C., F. 2d (C.A.D.C., 1970), Sl.Op., p. 18, n. 58. In the latter respect, the Court stated (405 F. 2d at p.1097):

> . . . The danger cigarettes may pose to health is, among others, a danger to life itself. As the Commission emphasized, it is a danger inherent in the normal use of the product, not one merely associated with its abuse or dependent on intervening fortuitous events. It threatens a substantial body of the population, not merely a peculiarly susceptible fringe group. Moreover, the danger, though not established beyond all doubt, is documented by a compelling cumulation of statistical evidence. The only member of the Commission to express doubts about the validity of its ruling had no doubts about the validity of its premise that, in all probability, cigarettes are dangerous to health. [Footnote omitted] 4/

The Court thus described the Commission's ruling as ". . . a public health measure addressed to a unique danger authenticated by official and congressional action . . ." (id. at p. 1099).

13. Most significantly, the Tobacco Institute argued in that case (Br. pp. 61-63) that the Commission had erred in holding that a licensee who has carried the cigarette commercials has covered one side of the issue on the behalf of the cigarette companies and is thus under no obligation to present further pro-smoking materials. It argued that

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4/ The Court then quoted the following statement of this member (id.at p.1098

> Cigarette smoking is a substantial hazard to the health of those who smoke which increases both with the number of cigarettes smoked and with the youthfulness when smoking is started. Cigarette smoking increases both the likelihood of the occurrence and the seriousness of the consequences of various types of cancer, of cardiovascular failures and of numerous other pathologies of smokers. These conclusions are established by overwhelming scientific evidence, by the findings of Government agencies, and by Congressional reports and statute . . .. The evidence on this subject is not conclusive, but scientific evidence is never conclusive. All scientific conclusions are probablistic. . .. Furthermore, law does not and cannot demand conclusive proof. Even in a capital case, the law requires only proof beyond a reasonable doubt. The evidence as to the dangers of cigarette smoking to the smoker is clearly beyond a mere preponderance and approaches proof beyond a reasonable doubt.

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the commercials do not discuss the health hazard and indeed could not in view of FTC policies; that in any event they "certainly do not contain the explicit and detailed discussion of the issue which the FCC contemplates will be presented on behalf of the anti-smoking point of view"; and that therefore the FCC had no right to weight the scales in this fashion. The Court rejected this argument on the basis of its above-described public health rationale (id. at p. 1103).

> . . . the Commission did not abuse its discretion in refusing to require rebuttal time for the cigarette manufacturerers. The public health rationale which supports the principal ruling would hardly justify compelling broadcasters to inform the public that smoking might not be dangerous . . . .

14. We turn now to the second issue in our inquiry -- the public interest obligations of the licensee after January 1, 1971. The initial consideration is the request of ASH that broadcasters be required by rule to devote a significant amount of time to the presentation of views and information on the health hazards of cigarette smoking. We find no basis for such a rule in any of the grounds advanced by petitioner. Thus, as to the argument that there have been decades of cigarette commercials, we note that during the last three years anti-smoking material has been presented by licensees on a virtually daily basis, including during periods of maximum listening and in reasonable ratio to the commercials (see NBC, Inc., 16 FCC 2d 956 (1969)). There is no showing before us that this has not served to inform the public to a substantial degree of the health hazards of smoking--that prior decades of cigarette advertising call for something beyond this recent, three-years substantial effort. Similarly, there is no showing or basis before us to act upon the ASH's bare claim that the tobacco industry is planning to present "hidden commercials." 5/ Nor do we believe that we should act to require anti-smoking presentations because the stars on some TV shows or in some movies carried on television smoke cigarettes. This would involve intensive scrutiny by the Commission of entertainment programs to determine whether smoking was presented "in a very favorable light" (ASH Pet., p.10); in the case of movies particularly, it would involve a balancing of whether the hero or "heavy" is shown smoking, and to what extent. Were we to adopt this approach, we would be examining a multitude of drama and other entertainment programming with respect to a variety of every-day occurrences (e.g., a person taking a drink; driving a high-powered automobile).

15. Finally, ASH urges that the health hazard in smoking is so great that the public interest requires adoption of the rule which it urges. In support, it cites the legislative history of the 1969 Act; we have examined that legislative history and find that it does not support

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5/ If such abuses do occur, there will be a clear need for immediate and prompt remedial action. See Letter of Chairman Magnuson to FTC Chairman Kirkpatrick, Broadcasting Magazine, November 23, 1970, p. 46. However, the appropriate

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petitioner's position (see,e.g., testimony of Chairman Hyde, Hearings Before the House Committee on Interstate and Foreign Commerce, on H.R. 643, 91st Cong., 1st Sess., pp. 209, 226). In any event, the law in this area is well established. There are a number of pressing, important matters to which the licensee as a public trustee could direct its attention -- deaths caused by drunken driving; the health consequences of various forms of pollution; the Indo-China War; racial strife, etc. With the cessation of the cigarette commercials, it would be inappropriate to single out this one matter as the basis for a rule such as proposed by ASH.

16. While no rule is thus appropriate, we do not believe that our decision should end without further treatment of the licensee's responsibility in this general area. Indeed, in view of the comments filed by the broadcasters and our prior holdings (e.g., Letter to Mr. Soucie (Friends of the Earth), 24 FCC 2d 743, 750-51 (1970)), further discussion is warranted.

17. As we made clear in Letter to Mr. Soucie (Friends of the Earth), 24 FCC 2d at 751, n. 9, we agree that this is an area committed to the licensee's discretion -- that the Commission cannot properly compile any priority list. We have not done so, and have no intention of issuing a list of "must" issues. At the same time, it is simply not correct that the broadcaster has unlimited discretion to use his facilities as he wishes. As the Red Lion case stresses (supra, at p. 394), the licensee is ". . . given the privilege of using scarce radio frequencies as proxies for the entire community, obligated to give suitable time and attention to matters of great public concern." See In re Democratic National Committee, 25 FCC 2d 216, 221-223 (1970); Report on Editorializing, 13 FCC 1246, 1249 (1949). The broadcaster is of course confronted with a host of issues; must make judgments as to which to cover and in what way; and clearly has very great discretion in making judgments in this area. But, as a matter of common sense and knowledge, there do emerge issues of overriding public concern. Such issues should become readily apparent to a licensee in the course of his "diligent, positive and continuing effort" to discover and serve the needs and interests of his community. In short, the licensee cannot ignore such matters and claim at renewal time that it is meeting the needs and interests of its area -- that it is fulfilling its "crucial" duty spelled out in Red Lion. We have held in the Democratic National Committee ruling, supra, that it is the broadcaster as public trustee -- not the affluent or powerful interest -- who determines the great issues on which the public must be informed; but that means that Red Lion, with its concept of public trustee, is controlling, and that "matters of great public concern" are given suitable time and attention. See par. 18, infra.

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5 cont'd/ action in such an eventuality would be to secure full and effective compliance with the 1969 law, and not to deal with it by offsetting anti-smoking messages.

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18. A few broadcasters and the Tobacco Institute, in effect, urge that cigarette smoking is no longer a matter "of great public concern." See p. 15, Tobacco Institute comments (smoking does not have the "same prominence" as other national problems). We note that this contention runs counter to the reports on which Congress has acted (see para. 9, supra) and indeed the very fact that Congress has acted in the forceful manner of Public Law 91-222. See also the following portion of our Notice in Docket No. 18934:

> It is estimated that ". . . within ten years the death toll from these two diseases [emphysema and chronic bronchitis], which doubles every five years, could be well over 80,000." (The Dark Side of the Marketplace, 1968, by Senator Warren G. Magnuson and Jean Carper, p. 187). The annual number of deaths in the United States from cancer of the lung increased from 18,313 deaths in 1950 to 48,483 in 1965. [footnote omitted]. It is stated that "by 1976, unless the epidemic is checked, twice that number or 80,000 yearly, will die of the disease" (ibid). The 1967 Report indicates that cigarette smoking is associated with as much as one-third of all deaths among men between 35 and 60 years of age . . . .

to give but one further example, the comments of the Surgeon General state:

> There is nothing, in our opinion, which offers a greater or more immediate opportunity of reducing illness and premature death in this country than a national effort to reduce cigarette smoking. Radio and television can make an important contribution to this effort through their acceptance of public service announcements from Government and the voluntary agencies. If everyone were to give up cigarettes, be it remembered, early deaths from lung cancer would virtually disappear; there would be a substantial decrease in early deaths from chronic bronchopulmonary disease and a decrease in early deaths of cardiovascular origin 6/

6/ The American Cancer Society comment noted that the Clearinghouse on Smoking and Health estimates "that 1,200,000 youngsters will become cigarette smokers in 1970." The comments of the National Tuberculosis and Respiratory Disease Association notes that ". . . a recent study by the PHS indicates that there has been a recent rise in the number of teenagers who smoke."

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Further, the question whether the licensee who fails to [illegible] this subject has served the public is one which can be definit[illegible] assessed only at renewal time when the licensee's overall [illegible]ic service performance effort is evaluated. We also note cu[illegible]l agreement with the proposition that which public service [illegible]ts are to be covered and how is for the licensee's judgment, [illegible]d on its evaluation in light of the competing public service d[illegible]s.

Conclusion

19. We have afforded general guidance to the extent reflected above. We dismiss the ASH petition for rulemaking and deny the relief requested by the Tobacco Institute. The proceeding is herewith terminated with adoption of this Report. IT IS THEREFORE ORDERED, That the petition filed by ASH IS DISMISSED, and the proceeding is TERMINATED.

FEDERAL COMMUNICATIONS COMMISSION*

Ben F.Waple
Secretary

Attachment

*See attached statement of Commissioner Bartley.
Statements of Commissioners Johnson and H. Rex Lee to be issued at a later date.

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CONCURRING STATEMENT
OF
COMMISSIONER ROBERT T. BARTLEY

I concur to the extent that after the effective date of the law (January 1, 1971), a licensee may well determine that serving the public interest requires that it continue the presentation of matter regarding the health hazards involved in cigarette smoking, and that it is likewise within the discretion of a licensee to adjudge that controversial issues of public importance exist on the subject, requiring the presentation of contrasting views in whatever forms of programming he deems most appropriate.

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CIGARETTE CODE ON ADS DROPPED

Self-Regulation Attempt by Industry Began in '64

By JOHN D. MORRIS
Special to The New York Times

WASHINGTON, Nov. 12 — The cigarette advertising code has stopped functioning, ending a six-year experiment in self-regulation by the tobacco industry.

The unannounced shutdown was disclosed today in a petition filed with the Federal Trade Commission by Warren Braren of New York, a private communications consultant. It was confirmed by telephone in Newark by former Gov. Robert B. Meyner of New Jersey, who was the code's administrator from its inception in 1964.

Mr. Meyner said that membership in the code had dwindled from all nine of the country's cigarette manufacturers to three. The three remaining companies, he reported, decided last May to stop submitting advertisements to him for clearance and to disband the nine-man administrative staff. The code office, in New York, was closed July 31.

Guidelines Called For

In his petition, Mr. Braren called on the Federal Trade Commission to establish guidelines covering "the full range of potential deceptions and misrepresentations in cigarette advertising."

With radio and television advertisement of cigarettes banned by Congress, effective next Jan. 2, he predicted that the industry would double or triple its advertising expenditures in other media.

While self-regulation was ineffective, according to Mr. Braren, "claims and depictions implying health benefits which had been precluded by the industry's own code now run rampant."

Cigarette advertising on radio and television is regulated to some extent by broadcasting industry codes. But in other advertising media," the only restraint is found in few publications that do not accept such advertising," Mr. Braben said.

Health Hazard Reported

The tobacco industry's experiment in self-regulation arose from a report by an advisory committee of the Surgeon General of the Public Health Service that cagarette smoking was a health hazard. The aim was to stave off Federal regulation of cigarette advertising.

Advertisements, the code stated, "shall not represent that cigarette smoking is essential to social prominence, distinction, success or sexual attraction."

Other provisions prohibited testimonials by athletes or celebrities who might have special appeal to young people; advertising or promotion of cigarettes in school or college ublications, on campuses or in fraternities, and advertising on radio or television or in publications directed primarily to persons under 21 years of age.

Section Is Deleted

Another section of the original code dealt with health claims but it was deleted in 1967 after the Federal Trade Commission, in a change of policy, ended its opposition to advertisements listing tar and nicotine content.

That section barred any "representation with respect to health" unless the code administrator found it to be "significant" and "based on adequate, relevant and valid scientific data."

Before the deletion of the health section, two big manufacturers withdrew from the code to take advantage of the commission's policy change and advertise tar and nicotine rating. They were the P. Lorillard Company, now a subsidiary of Loew's Theaters, Inc., and the American Tobacco Company, no wa division of American Brands, Inc.

Stephano Brothers, Inc., also withdrew before the code was modified.

No Ads Submitted

Three others have withdrawn in the last year, according to Mr. Meyner. They are the Brown and Williamson Tobacco Corporation, the Liggett & Myers Tobacco Company and the Larus & Brother Company, Inc.

The remaining three members are the R. J. Reynolds Tobacco Company, Philip Morris, U.S.A., and the United States Tobacco Company.

Mr. Meyner said he was continuing in an advisory capacity as administrator of the code and was available to clear advertisements voluntarily submitted. None have been submitted, he said.

Asked whether he regarded the code as a success, he said he thought it "did a good deal of good." He noted that cigarettes were no longer advertised on college campuses, that testimonials were no longer used and that models in television commercials "are still a little more mature."

Until last May, members of the code submitted all advertisements to Mr. Meyner's office for advance clearance. The administrator had the power to levy a fine of $100,000 for violating the code. However, industry sources said, no fines were imposed

New York Times, November 13, 1970, page 17.

1005045867

Source: https://www.industrydocuments.ucsf.edu/docs/rplk0000

Memorandum from . . . .

PAUL D. SMITH

12/29/70

cc.: Messrs. J. F. Cullman, 3rd
R. R. Millhiser
Jack Landry

E-T TF
AH

This is NOT final version

Revisions from 1/8/71
Items in Red Ink

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Source: https://www.industrydocuments.ucsf.edu/docs/fpik0000

COVINGTON & BURLING
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WASHINGTON, D.C. 20006

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EUGENE I. LAMBERT

December 22, 1970

To: Committee of Counsel

Gentlemen:

In accordance with your request at the conclusion of yesterday's meeting, we are enclosing for each of you two copies of the proposed Guidelines which have been revised to include the points agreed upon at that meeting.

In addition, in several instances we have suggested for your consideration a verbal smoothing out of the proposal. In no way are these changes substantive, but make it a more appealing document if ever subjected to administrative examination. For example, in referring to the agreed-upon type sizes, we suggest that they be stated as "in not less than," etc.

In answer to an inquiry made yesterday, we find that the Highway Beautification Act of 1965, as amended, and applicable to interstate and primary highways, specifies that billboards carrying commercial advertisements cannot be maintained less than 660 feet from the nearest edge of the right-of-way of the highway except in industrial or commercial areas.

A cursory examination of the legislative history indicates that one of its purposes was the elimination of outside advertising in areas of scenic or natural beauty as distinguished from industrial or commercial areas. As to the latter, the Act originally authorized the issuance of national standards. In the new legislation of 1965, an effort was made to strengthen the controls on outdoor signs. To prevent proliferation within commercial and industrial areas, the Secretary of Commerce

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Source: https://www.industrydocuments.ucsf.edu/docs/plk0000

was to create concurrently with the States criteria relating to outdoor advertising.

We have examined those national standards contained in 23 C.F.R. § 20.1, et seq., but thus far have been unable to locate any specific provision relating to what is or is not to be readable at 300 feet. There is a provision requiring that the principal legend on a business sign shall be at least eight inches in height, with a white border. There is a further provision which permits any State to impose additional requirements beyond those promulgated under the Act.

Very truly yours,

F. Thomas Austern

encls

cc with encls
Hon. Earle C. Clements
Mr. Horace R. Kornegay
Abe Krash, Esquire

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Source: https://www.industrydocuments.ucsf.edu/docs/rplk0000

Draft - 12/22/70

December , 1970

MEMORANDUM OF COUNSEL

Following a discussion among counsel for various cigarette manufacturers of the text and background of the voluntary program for the disclosure of "tar" and nicotine content in cigarette advertising submitted to the Federal Trade Commission on December 17, 1970, the interpretations set forth in this memorandum were recommended as appropriate guidelines for individual companies to consider in order to assure compliance with that voluntary program by the individual companies.

"WORKING DAYS"

A "working day" is every day which is not a Saturday, a Sunday, or a holiday. The following should be considered holidays for purposes of this program:

New Year's Day

George Washington's Birthday

Memorial Day

Independence Day

Labor Day

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Source: https://www.industrydocuments.ucsf.edu/docs/rplk0000

Columbus Day

Veterans Day

Thanksgiving

Christmas

Whenever one of the above holidays falls on a Saturday, the preceding Friday should be considered a holiday, and whenever one of the above holidays falls on a Sunday, the following Monday should be considered a holiday.

"ADVERTISEMENTS ON SIGNS"

As used in the second paragraph of the letter of December 17, 1970, the provision "advertisements on signs, displayed inside of stores and other places of business selling cigarettes, which are reasonably not expected to be exposed to the public beyond a six month period" should include, but not be limited to, the following types of materials, as their meaning is generally understood in the Industry:

1. Carton cards (sometimes called riser cards).

2. Shelf talkers.

3. Counter display cards.

4. Base or floor displays, including base display riser cards.

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Source: https://www.industrydocuments.ucsf.edu/docs/rplk0000

5. Temporary counter display racks, i.e., those which are reasonably not expected to be exposed to the public beyond a six-month period. There should be no necessity to include "tar" and nicotine figures on such a rack provided that "tar" and nicotine figures are included on a counter display card which is used in conjunction with such a rack.

6. Soft sheet posters, banner posters, and paper pasters.

7. Shelf strips of either cardboard or tape.

8. Dummy packages.

The requirement for the disclosure of "tar" and nicotine figures should not apply to the following, which are not considered to be "advertisements on signs, displayed inside of stores and other places of business selling cigarettes, which are reasonably not expected to be exposed to the public beyond a six month period," and to avoid consumer confusion the following should not contain "tar" and nicotine figures:

1. Change mats and change trays.

2. Decals.

3. Package facsimiles and labels used for brand identification in vending machines.

4. Consumer and dealer promotional materials, including but not limited to, self-liquidating premiums

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Source: https://www.industrydocuments.ucsf.edu/docs/rplk0000

and items such as ash trays, cigarette lighters, and pencils.

5. Permanent brand name identifications for package and carton racks and shelves, i.e., those which are reasonably expected to be exposed to the public beyond a six-month period.

6. Clocks, thermometers and similar instruments.

7. Metal and fiber signs and "tackers."

8. Permanent display racks and package or carton fixtures, i.e., those which are reasonably expected to be exposed to the public beyond a six-month period. However, "tar" and nicotine figures should be included on any advertisement which is placed on such a rack or fixture, and which advertisement is reasonably not expected to be exposed to the public beyond a six-month period.

9. Supermarket check-out lane and order dividers.

These guidelines are meant merely to be illustrative and not exhaustive of all in-store advertising materials which are or are not "reasonably not expected to be exposed to the public beyond a six month period."

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Source: https://www.industrydocuments.ucsf.edu/docs/rplk0000

PRINTING OF LEGEND

Newspapers, Magazines and Other Periodicals

The legend for disclosure of "tar" and nicotine content in newspapers, magazines and other periodicals, pursuant to the voluntary program submitted to the Federal Trade Commission on December 17, 1970, should be set forth at the bottom of the advertising space unit. The disclosure should be in not less than (1) 7-point type, Univers 47 (Fdy) type style, in advertisements not larger than 40 square inches, (2) 8-point type, Univers 47 (Fdy) type style, in advertisements larger than 40 square inches but not larger than 90 square inches, (3) 10-point type, Univers 47 (Fdy) type style, in advertisements larger than 90 square inches but not larger than 140 square inches, (4) 12-point type, Univers 47 (Fdy) type style, in advertisements larger than 140 square inches. The legend should be included in each single space unit containing the name or identification of one or more varieties of cigarettes.

Billboards

The legend for the disclosure of "tar" and nicotine content in advertisements appearing on

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billboards should be set forth ~~in the lower left-hand~~ At the bottom of the corner of the ~~advertisement~~ advertisement. The type style should reasonably conform to the type style used in the remainder of the advertisement. The disclosure should be in letters not less than 6 inches high in advertisements appearing on 24 through 30 sheet billboards, painted billboards, and spectacular billboards; and not less than one inch high on 3 through 6 sheet billboards. The disclosure should be in not less than 24 point type on car cards in public transit vehicles including end cards and side cards. On all other billboards, as defined by the Explanatory Memorandum of December 17, 1970, furnished to the Federal Trade Commission, the disclosure should be in letters large enough to be relatively prominent taking into account the disclosures suggested in these guidelines for various types of billboards.

Handbills and Direct Mail Circulars

The legend for disclosure in handbills and direct mail circulars should be set forth at the bottom of the handbill or circular. The type style should be Univers 47 (Fdy). The type size should be not less than 7-point for handbills and circulars not larger than 50 square inches, 8-point for handbills and circulars larger

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than 38 square inches but not larger than 90 square inches, 10-point for handbills and circulars larger than 90 square inches but not larger than 140 square inches, and 12-point for handbills and circulars larger than 140 square inches.

In-Store Advertisements

On all in-store advertising material which requires disclosure of "tar" and nicotine content, the disclosure should be set forth at the lower front of the advertisement.

The disclosure of "tar" and nicotine on the following advertising materials should be set forth in not less than 12-point type, Univers 47 (Fdy) type style:

Carton cards
Shelf talkers
Counter display cards
Temporary counter display racks
Shelf strips of either cardboard or tape

The disclosure of "tar" and nicotine content on the following advertising materials should be set forth in not less than 18-point type, Univers 47 (Fdy) type style:

Base or floor displays

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Soft sheet posters, banner posters, and paper pasters

Dummy packages

In all other in-store advertising for which a "tar" and nicotine disclosure is required, the disclosure should be set forth in type of a size and style as to be clear and prominent.

MISCELLANEOUS

The following additional guidelines, and definition should be applicable to all advertisements in which a "tar" and nicotine disclosure is required in accordance with the submission by the individual companies to the Federal Trade Commission of December 17, 1970:

(1) The disclosure should be in a color (including black or white) clearly contrasting with the color of the background.

(2) Nothing in the submission of December 17, 1970, or these guidelines should preclude the use of "tar" and/or nicotine figures in portions of an advertisement other than the portion of the advertisement in which "tar" and nicotine disclosure is suggested in these guidelines. Disclosure of "tar" and nicotine

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figures in accordance with these guidelines should also be made in addition to any disclosure of those figures in any other portion of the advertisement.

(3) For different varieties of cigarettes having the same brand name the company should either (a) clearly identify in the advertisement that variety or those varieties being advertised by whatever language is normally used by that company and disclose the "tar" and nicotine content of each such variety or varieties, or (b) disclose the "tar" and nicotine content of all varieties having the brand name in that advertisement.

(4) In the event that "tar" and nicotine figures for more than one variety of cigarettes are disclosed in an advertisement, it should not be necessary to include the words "av. per cigarette, FTC Report (date)" more than once provided that it is clear that these words are applicable to all "tar" and nicotine figures disclosed.

(5) The term "United States", when used in a geographical sense, includes the several States, the District of Columbia, the Commonwealth

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of Puerto Rico, Guam, the Virgin Islands, American Samoa, Wake Island, Midway Islands, Kingman Reef, and Johnston Island.

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FTC, TRR

cc JFC 3d G.W PS RRM J Landy AH FS

DEC 23 1970

PHIL MOR NY

TOBACCO INSTPC
ATTN JIM BOWLING
FROM BILL KLOEPFER

PLEASE MAKE THE FOLLOWING INFORMATION AVAILABLE TO YOUR EXECUTIVES AND ASSOCIATES.

TEXT OF STATEMENT ISSUED THIS MORNING TO NEWS MEDIA BY THE FEDERAL TRADE COMMISSION:

"ON OCTOBER 23, 1970, EIGHT MAJOR MEMBERSOF THE TOBACCO INDUSTRY SUBMITTED TO THE COMMISSION A VOLUNTARY PLAN FOR THE DISCLOSURE OF TAR AND NICOTINE CONTENT IN CIGARETTE ADVERTISING. THE COMMISSION ANNOUNCED ITS RECEIPT OF THE VOLUNTARY PLAN, PLACED IT ON THE PUBLIC RECORD, POSTPONED THE SCHEDULED PUBLIC HEARING ON A PROPOSED TRADE REGULATION RULE COVERING THE SAME SUBJECT AND PUBLISHED NOTICE OF THE FOREGOING IN THE FEDERAL REGISTER. 15 COMMENTS WERE RECEIVED FROM THE PUBLIC.

FOLLOWING DISCUSSIONS BETWEEN REPRESENTATIVES OF THE INDUSTRY AND THE COMMISSION'S GENERAL COUNSEL, THE VOLUNTARY PLAN WAS AMENDED BY THE INDUSTRY MEMBERS IN SEVERAL RESPECTS FAVORABLE TO THE PUBLIC INTEREST.

"AFTER CONSIDERING THE PUBLIC COMMENTS AND THE TOBACCO INDUSTRY'S AMENDED PLAN, THE COMMISSION HAS DETERMINED TO SUSPEND INDEFINITELY THE PROCEEDING FOR A TRADE REGULATION RULE COVERING DISCLOSURE OF TAR AND NICOTINE CONTENT IN CIGARETTE ADVERTISING. IT APPEARS TO BEIN THE PUBLIC INTEREST TO AFFORD THE TOBACCO INDUSTRY AN OPPORTUNITY TO IMPLEMENT THE LETTER AND THE SPIRIT OF THE AMENDED PLAN WHICH IT HAS PROPOSED. IN TAKING THIS ACTION THE COMMISSION IS RETAINING THE UNCONDITIONAL RIGHT TO RESCHEDULE THE TRADE REGULATION RULE PROCEEDINGS AND TO TAKE ANY OTHER ACTION RELATING TO THIS SUBJECT AT ANY TIME IT DEEMS SUCH ACTION TO BE NECESSARY OR DESIRABLE IN THE PUBLIC INTEREST.

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"THE COMMISSION BELIEVES THAT IF THE AMENDED PLAN OPERATES SATISFACTORILY, THE PUBLIC WILL, AT THE EARLIEST POSSIBLE TIME, BE INFORMED OF THE TAR AND NICOTINE CONTENT OF CIGARETTES. IN ADDITION, THE COMMISSION WILL BE ABLE TO EMPLOY SUBSTANTIAL MANPOWER AND FUNDS.WHICH WOULD OTHERWISE HAVE BEEN DEVOTED TO HEARINGS AND COURT PROCEEDINGS TO DEALING WITH THE SERIOUS PROBLEMS RELATING TO CIGARETTE ADVERTISING."

END OF FTC RELEASE

TEXT OF STATEMENT ISSUED THIS MORNING TO NEWS MEDIA BY MR. KORNEGAY:

"WE ARE MOST GRATIFIED THAT THE FEDERAL TRADE COMMISSION HAS FOUND THE CIGARETTE INDUSTRY'S PLAN TO INCLUDE 'TAR' AND NICOTINE FIGURES IN ITS BRAND ADVERTISING TO BE IN THE PUBLIC INTEREST.

"THERE IS OF COURSE NO WAY TO KNOW THAT ANY GIVEN LEVELS ARE OF ANY RELEVANCE BEYOND SIMPLE MATTERS OF TASTE OF INDIVIDUAL SMOKERS. NEVERTHELESS, CERTAIN MEMBERS OF CONGRESS AND THE COMMISSION FEEL IT IS DESIRABLE TO PROVIDE THIS INFORMATION.

"IN ANY EVENT, WE BELIEVE WE HAVE AGAIN SHOWN THAT GOVERNMENT INDUSTRY COOPERATION CAN AND DOES ACHIEVE DESIRED RESULTS MUCH MORE EFFICIENTLY AND EXPEDITIOUSLY RATHER THAN THE EXTENDED PROCESSES OF LEGISLATION, REGULATION OR LITIGATION."

END OF TI RELEASE

ANY QUESTIONS PLEASE CALL

BILL KLOEPFER
X

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FEDERAL TRADE COMMISSION NEWS

WASHINGTON, D. C. 20580

For further information call:
David H. Buswell
Office of Public Information
(202) 962-7144

FOR RELEASE Immediate Wednesday, December 23, 1970

FTC SUSPENDS PROCEEDING TO REQUIRE DISCLOSURE OF TAR AND NICOTINE CONTENT IN CIGARETTE ADVERTISING AFTER INDUSTRY AMENDS VOLUNTARY PLAN

On October 23, 1970, eight major members of the tobacco industry submitted to the Commission a voluntary plan for the disclosure of tar and nicotine content in cigarette advertising. The Commission announced its receipt of the voluntary plan, placed it on the public record, postponed the scheduled public hearing on a proposed trade regulation rule covering the same subject and published notice of the foregoing in the Federal Register. Fifteen comments were received from the public.

Following discussions between representatives of the industry and the Commission's General Counsel, the voluntary plan was amended by the industry members in several respects favorable to the public interest.

After considering the public comments and the tobacco industry's amended plan, the Commission has determined to suspend indefinitely the proceeding for a trade regulation rule covering disclosure of tar and nicotine content in cigarette advertising. It appears to be in the public interest to afford the tobacco industry an opportunity to implement the letter and the spirit of the amended plan which it has proposed. In taking this action the Commission is retaining the unconditional right to reschedule the trade regulation rule proceedings and to take any other action relating to this subject at any time it deems such action to be necessary or desirable in the public interest.

(more)

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The Commission believes that if the amended plan operates satisfactorily, the public will, at the earliest possible time, be informed of the tar and nicotine content of cigarettes. In addition, the Commission will be able to employ substantial manpower and funds which would otherwise have been devoted to hearings and court proceedings to dealing with the serious problems relating to cigarette advertising.

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Source: https://www.industrydocuments.ucsf.edu/docs/rplk0000

TAR AND NICOTINE CONTENT OF CIGARETTES

Federal Trade Commission, November 1970

(Tar content in this chart ranges from high of 31 mg/cig to low of 2 mg/cig, nicotine content from high of 2.2 mg/cig to low of 0.1 mg/cig.)

Brand	Type	Tar (mg/cig)	Nicotine (mg/cig)
Alpine	King, M	19	1.2
Belair	King, M	16	1.2
	100 mm, M	18	1.3
Benson & Hedges	Reg. (HP)	19	1.4
	King (HP)	20	1.4
	100 mm	20	1.4
	100 mm, M	21	1.4
Bull Durham	King	28	1.8
Camel	Reg., NF	24	1.5
	King	20	1.3
Carlton	Reg.	2	0.2
	King	4	0.3
Century	100 mm	21	1.3
Chesterfield	Reg., NF	24	1.4
	King, NF	28	1.7
	King	20	1.4
	King, M	18	1.1
	101 mm	21	1.4
Domino	King, NF	25	1.2
	King	22	1.1
	King, M	17	0.9
Doral	King	14	0.9
	King, M	13	1.0
Duke	King	10	0.3
DuMaurier	King (HP)	18	1.3
Edgeworth Export	King (HP)	18	1.2
	100 mm	20	1.4
English Ovals	Reg., NF (HP)	24	1.8
	King, NF (HP)	29	2.2
Fatima	King, NF	31	1.8
Frappe	King, M	9	0.3
Galaxy	King	20	1.4
Gauloises Caporal	Reg., NF	20	0.9
Gauloises Disque Bleu	Reg.	17	0.9
Half & Half	King	23	1.6
Herbert Tarreyton	King, NF	28	1.7
Home Run	Reg., NF	18	1.3
Kent	Reg.	9	0.5
	King (HP)	16	1.0
	King	16	1.0
	100 mm	19	1.2
King Sano	King	6	0.2
	King, M	6	0.2
Kool	Reg., NF, M	21	1.3
	King, M	18	1.4
	100 mm, M	19	1.3
Lark	King	17	1.1
	100 mm	18	1.1
Life	King	11	0.7
L & M	Reg.	17	0.9
	King (HP)	18	1.0
	King	18	1.1
	100 mm	19	1.2
	100 mm, M	19	1.2
Lucky Strike	Reg., NF	27	1.6
Lucky Filters	King	20	1.5
	100 mm	20	1.4
Mapleton	Reg., NF	25	1.0
	King	22	1.0
Marlboro	King (HP)	19	1.2
	King	20	1.3
	King, M	19	1.3
	100 mm	22	1.5
	100 mm (HP)	21	1.4
Marvels	Reg., NF	17	0.6
	Reg.	3	0.1
	King, NF	23	0.8
	King, M	4	0.2
	King	5	0.2
Montclair	King, M	13	0.9
Multifilter	King, M (PB)	12	0.9
	King (PB)	15	1.0
Newport	King, M (HP)	19	1.1
	King, M	19	1.1
	100 mm, M	21	1.3
Oasis	King, M	18	1.0
Old Gold Straight	Reg., NF	22	1.3
	King, NF	27	1.6
Old Gold Filter	King	19	1.2
	100 mm	24	1.5
Pall Mall	King, NF	28	1.7
	95 mm (HP)	19	1.3
	95 mm, M (HP)	17	1.2
	100 mm	20	1.4
	100 mm, M	18	1.3
Parliament	King (HP)	16	1.0
	King	16	1.0
	100 mm	19	1.3
Peter Stuyvesant	King	24	1.5
	100 mm	22	1.5
Philip Morris	Reg., NF	23	1.5
Philip Morris Commander	King, NF	29	1.8
Picayune	Reg., NF	19	1.4
Piedmont	Reg., NF	24	1.4
Players	Reg., NF (HP)	30	2.0
Raleigh	King, NF	24	1.5
	King	17	1.2
	100 mm	18	1.2
Salem	King, M	19	1.3
	100 mm, M	21	1.5
Sano	Reg., NF	15	0.5
Silva Thins	100 mm	16	1.0
	100 mm, M	16	1.0
Spring	100 mm, M	21	1.2
Stratford	King, NF	22	0.8
Tareyton	King	17	1.1
	100 mm	18	1.2
Tempo	King	12	0.9
True	King	12	0.7
	King, M	13	0.7
Viceroy	King	17	1.2
	100 mm	19	1.4
Virginia Slims	100 mm	18	1.2
	100 mm, M	18	1.2
Vogue (Colors)	King (HP)	17	0.6
Vogue (Black)	King (HP)	25	0.9
Winston	King (HP)	20	1.3
	King	20	1.3
	100 mm	20	1.4
	100 mm, M	22	1.5

NF—Non-Filter (All other brands possess filters)
M—Menthol
PB—Plastic box
HP—Hard pack

U.S. DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
Public Health Service
Health Services and Mental Health Administration

GPO: 1970—O-410-207

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TAR, TAR file

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U.S. DEPARTMENT OF
HEALTH, EDUCATION, AND WELFARE
Public Health Service
Health Services and Mental Health Administration
National Clearinghouse for Smoking and Health
Rockville, Maryland 20852

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